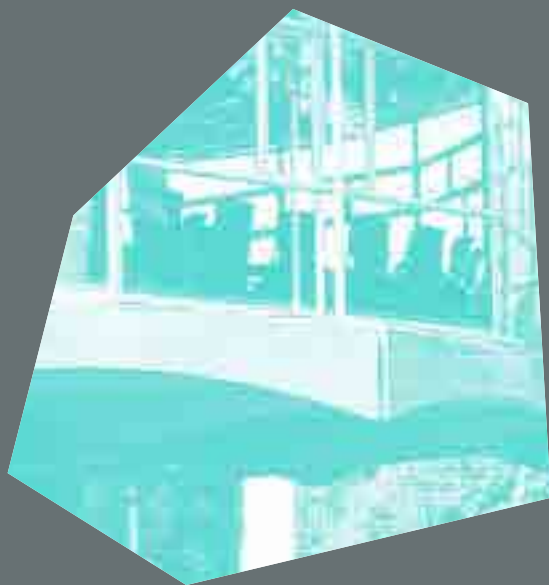


UNIVERSITY OF  
Southampton

# EXPLORE YOUR CREATIVITY



**WINCHESTER SCHOOL OF ART**  
PROSPECTUS 2020

## General Enquiries

Phone: +44 (0)23 8059 6900  
Email: [wsa-studentoffice@soton.ac.uk](mailto:wsa-studentoffice@soton.ac.uk)

## Admissions Enquiries

### Undergraduate

Phone: +44 (0) 23 8059 7135  
Email: [UGapply.FH@soton.ac.uk](mailto:UGapply.FH@soton.ac.uk)

### Postgraduate

Phone: +44 (0)23 8059 4393  
Email: [PGapply.FH@soton.ac.uk](mailto:PGapply.FH@soton.ac.uk)

### Research

Phone: +44 (0)23 8059 7433  
Email: [fah-pgr-apply@soton.ac.uk](mailto:fah-pgr-apply@soton.ac.uk)

## Accommodation

Phone: +44 (0)23 8059 5959  
Email: [accommodation@southampton.ac.uk](mailto:accommodation@southampton.ac.uk)

## Industry Collaboration, Internships & Enquiries

Phone: +44(0)23 8059 6906  
Email: [km@southampton.ac.uk](mailto:km@southampton.ac.uk)

## Address

Winchester School of Art  
University of Southampton  
Park Avenue, Winchester  
Hampshire, SO23 8DL

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# ABOUT US



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“We are proud to be recognised and respected as one of the UK’s leading and progressive art and design institutions”



# WELCOME TO WINCHESTER SCHOOL OF ART

At Winchester School of Art (WSA) we are proud to be recognised and respected as one of the UK’s leading and progressive art and design institutions within the world-renowned University of Southampton, part of the Russell Group of Universities. The School has an established history of almost 150 years with a long tradition of creative education and excellence while developing a future-facing and dynamic environment for teaching, learning and research.

As well as our main specialist campus in the historic city of Winchester, the School has strong links, research collaborations and projects both nationally and globally, with an established international collaboration with Dalian Polytechnic University in China.

A highly contemporary and distinctive outlook ensures that WSA can meet the challenges of our creative future as well as addressing the challenges of today. We pride ourselves on the transformative and inclusive educational experience on offer here, where our diverse student body goes on to achieve distinction in industry by gaining prestigious awards, prizes and commissions for their innovative and highly creative work.

We support our students by building their confidence, skills, knowledge and potential, not only during but also after their studies, by providing

relevant professional experiences, employability skills and opportunities for them to network and engage with the creative industries. Strong industry relationships, live projects, and placement opportunities support our students to become highly sought-after by employers.

WSA staff are recognised leaders in their fields, with extensive experience, knowledge and recognition across art, design, media and beyond. We are committed to providing a high-quality teaching environment with research-informed teaching in a well-resourced, specialist studio-based campus. At our world-class research centre we conduct leading and distinctive research with global impact, which influences and underpins teaching at undergraduate, postgraduate and PhD levels.

If you want creative challenge, are ambitious and want to make a difference to society through your creative potential, you will be supported in a vibrant and stimulating learning environment. We offer you the opportunity to enjoy an excellent student experience studying here in one of the top-rated art schools in the country.

I look forward to working with you and welcoming you here very soon.

Professor Ed D’Souza, Head of School



# INTRODUCING WINCHESTER

Winchester is a wonderful city in which to study. Close to the south coast, it has rich heritage of historical significance while also being modern and vibrant, with a diverse cultural life. You will find an independent cinema, two theatres, live music venues, multiple galleries, sports facilities and excellent restaurants and pubs. There is a strong creative community in the city and public art by artists such as Holger Lönze, Anthony Gormley, Peter Freeman and Elisabeth Frink are on display.

All year round Winchester hosts a wide range of festivals with themes including comedy, music, film, literature, arts, food and drink. Winchester also hosts the internationally famous summer Hat Fair and the Christmas Market at the Cathedral, in addition to Winchester Fashion Week, at which our students exhibit their work during a Catwalk show.

Winchester is well connected: It takes just over an hour to get from Winchester to London by train and we are only 12 miles from Southampton and the main University campus. Winchester city centre, railway station, bus station and halls of residence are all only a 10 minute walk from our campus.









# OUR STAFF

Our staff are committed to supporting you throughout your studies and aim to help you realise your potential, while you enjoy a productive and rewarding learning experience.

## Executive Team

Our Executive Team shapes our ambitious plans for continued growth and makes sure that our range of programmes and pathways are innovative and relevant to the creative industries. We believe that enhancing your student experience is at the heart of the development of academic programmes, campuses and resources. The team are focused on maintaining the already high standards that distinguish our research and teaching, as well as keeping Winchester School of Art at the forefront of developments in art and design higher education.

## Tutors and Academics

Our tutors and academics are passionate about the student experience and are readily available to assist in any aspect of your studies. Often practising professionals themselves, they maintain valuable relationships with industry and external creatives, allowing them to ensure the content of your programme is relevant. In addition, these industry contacts mean that programmes are supported by visits from high-profile speakers, visiting lecturers and professors.

## Technicians

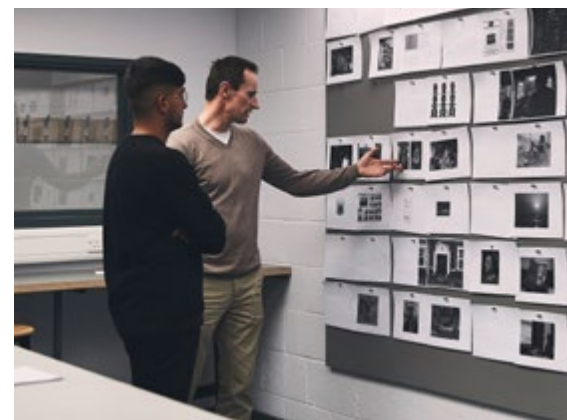
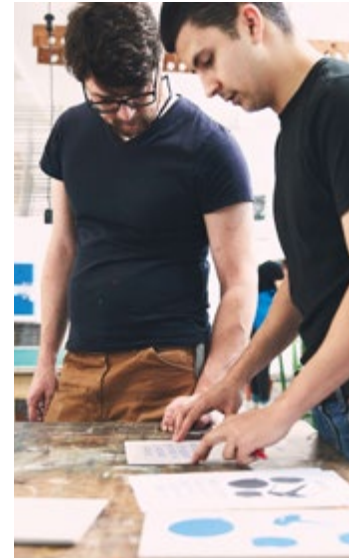
Our technical staff are on-hand to provide expert guidance and tutelage in all the workshops, facilities and equipment available to you during the course of your studies. Through their specialist knowledge and experience, they will not only support and complement your academic study with workshops, but enable you to master new skills. From digital expertise in the Adobe Suite to casting from a mould or using the laser cutter, you will leave Winchester School of Art with a range of transferable skills.

## Support Staff

Winchester School of Art is supported by a team of dedicated and friendly support staff, ready to provide assistance with both academic and personal issues. The Student Office team based at Winchester School of Art are committed to helping you find the information and people you need to assist you with a range of issues, including tuition fees, accommodation and finance. The Enabling Services team provides support to students with a wide range of specific learning difficulties, physical and emotional disabilities, mental health and wellbeing, health conditions and temporary injuries.

## Industry Speakers & Guest Lecturers

Our programmes are supported by a network of internationally renowned industry speakers and guest lecturers, who offer valuable insight and guidance, based on years of experience. Some recent speakers have included fashion designer Sophie, Justin Thornton of *Preen*, Paul Alger of *UKFT*, Luke Powell of *Pentagram* and Simon English and Col McCormac, both Fine Artists.



# OUR ALUMNI



## **Richa Aggarwal**

MA Fashion Design 2011  
Founder of Richa Aggarwal  
New Delhi, India  
[www.richaaggarwal.com](http://www.richaaggarwal.com)

My desire to portray my thoughts through design in my own unique way led me to study an MA at Winchester School of Art. The course structure allowed me to independently explore design and fashion, whilst at the same time having the right amount of guidance from the tutors.

The course helped me recognize my strengths and made me work on my weaknesses. By the time I finished my final project I had developed a fresh perspective towards design. It still amazes me how much I learned during my stay at Winchester.

Soon after on my return home from the UK I shared my MA graduation collection for the Gen-Next category of IMG Lakme fashion week in Mumbai, where it was then selected for the show. I was very pleased, as every season they only select 5-6 designers out of over 200 applications they receive from all over India. The collection received very positive reviews in both national and international media including Vogue India, Refinery29 and Harper's Bazaar.



## **Simon Holmes**

BA Graphic Arts 2009  
Art Director at Sunshine  
London, England  
[www.thesunshinecompany.com](http://www.thesunshinecompany.com)

WSA was the perfect environment for creativity and collaboration. The course provided the balance of structure and freedom to help students realise their potential: both encouraging experimentation and the ability to play with creative thoughts; and instilling the processes to help develop and define yourself as a creative individual.

Part of the course which I found incredibly valuable, was the links that it had developed with working professionals and the creative industry, which provide an invaluable insight into your working career after graduating. This professional practice is something that I'm excited to hear has only grown and become a stronger part of the course.

After graduating, I spent three years with the advertising agency, Mother London, where I helped set up and establish their own internal design studio. I'm now Head of Art for Sunshine, a creative entertainment agency, where I work across a range of visual identity, moving image and film projects on a global level.



## **Alexandria Niz-Downing**

BA Fashion Marketing Management 2015  
PA to the President & Chief Executive Tom Ford  
Previously PR since 2015  
London, England  
[www.tomford.com](http://www.tomford.com)

I started at TOM FORD as a Public Relations intern in 2014, since then I have been lucky enough to hold positions within the Public Relations and corporate departments. I report directly to the President and Chief Executive of the brand, and liaise with the world's best stylists and publications on a daily basis.

I have Winchester School of Art to thank for preparing and moulding me into an individual that was more than prepared for a position in industry. The knowledge and skills I gained throughout each subject have aided me greatly during these first few years of my career.

Having staff members who have been in industry and who can give you real world examples and credible advice is a luxury that not all courses offer. Not only was the course itself fantastically tailored to a range of careers in fashion, it is also highly respected amongst industry recruiters.



## **Thanapol Somniyomchai**

MA Design Management 2012  
Senior Manager Strategic Business Design  
at Contour Co.  
Bangkok, Thailand  
[www.contour.co.th/en/](http://www.contour.co.th/en/)

After graduating from MA Design Management in 2012, I worked at Contour, a business consultancy specializing in delivering business advice, in addition to design solutions and commercial strategies. We work on projects with partner across Thailand and other ASEAN countries.

My time on the MA Design Management programme has prepared me for my current role as Senior Manager, where I am responsible for leading the Strategic Business Design department. Here we manage project direction, client relations, multiple design teams and creative organisation's intellectual property.

What I enjoy most about my work is the opportunity it affords me to work on high impact projects that have a positive effect on both clients and consumers. I'm very passionate about my work and enjoy being able to employ the creative skills I learnt in Winchester on a daily basis.



# YOUR FUTURE

The UK is home to leading global creative industries, ranging from graphic design to fashion. The creative industries account for over 2.8 million jobs, and the sector is the fastest-growing, worth £87.4 billion a year and outperforming other more high profile sectors\*. The total contribution to the UK economy by fashion and textiles is estimated at £28 billion a year\*\*. Internationally, the design and creative industries are key to both the developed and emerging economies. International business sees innovation as the key component of the new knowledge economy.

Employability is a major focus for Winchester School of Art. Our curriculum's career-oriented modules, international exchanges and work placements are programmes designed to develop the practical, research and business abilities valued by employers.

Through our network of institutional, professional and industrial contacts, undergraduate and postgraduate students work on 'live' projects to build a wide-ranging, professional portfolio to enhance their career prospects. Initiatives such as our in-house Studio 3015 provide paid design and marketing internships for our graduates, and through our series of careers events we introduce students to potential employers.

Our relationships with organisations such as De la Rue, NATS, Hampshire Cultural Trust, Urban Outfitters and Arcadia explore potential collaborations, preparing

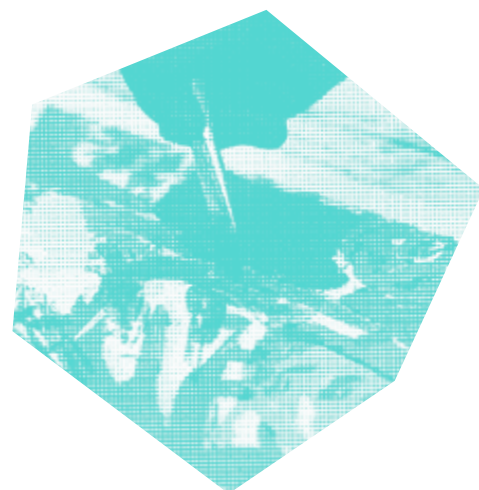
our students for successful careers. Many of our students find employment with large enterprises, but others also choose small, specialist design houses or self-employment. The principles of running a small, start-up business, tailor-made to the creative industries, also form part of our curriculum and support is provided through the University's Small Business Clinic, which provides free initial business advice.

For those students aspiring to a teaching career, we run our own Art & Design PGCE in conjunction with the University's Education School. Opportunities to try teaching also present themselves through our Saturday Club for local school children and our programme of art workshops for National Citizen Service. Students also engage with local schools on a variety of art projects and activity days. 96% of our graduates are working or in further study six months after they have graduated\*\*\*.

\* Department for Digital, Culture, Media & Sport Report, Creative Industries, 2016.

\*\* British Fashion Council Report, 'The economic value fashion of the UK's fashion industry', 2015.

\*\*\* Destination of Leavers from Higher Education (DLHE) Survey, 2016/17.



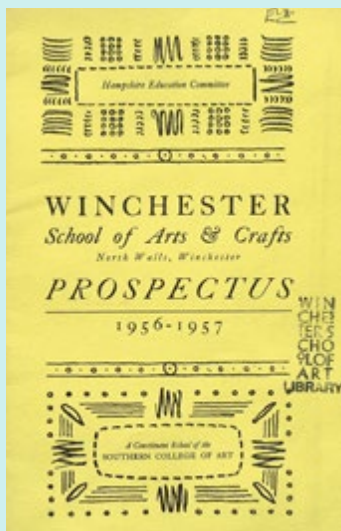
# 150TH ANNIVERSARY

Founded in 1870, Winchester School of Art will celebrate its 150th Anniversary in 2020. The school has had several homes within Winchester since its founding, including venues such as the Bishop of Winchester's residence, Wolvesey Palace, the Judges' Lodgings situated within the Winchester Cathedral grounds, the Winchester Guildhall and its current site in Park Avenue, where we have been since 1965.

We are extraordinarily proud of our heritage and will be celebrating and exploring it with a series of events and projects, which will run throughout 2020. These will include an exhibition at John Hansard Gallery by WSA alumnus Haroon Mirza, an exhibition of items from our archive including prospectuses dating back to the early 20th century, photographs and architectural plans, an exhibition of historic alumni work, the digitisation of our physical archive, community and educational events including: seminars and workshops and a publication detailing the history of the school.

To better record and share our heritage we would be grateful to hear from any former student, staff or person linked to Winchester School of Art, with a view to collecting and adding to our archive any items, objects or printed materials of relevance. While we would welcome any additions, we are particularly interested in capturing a cross-section of items prior to 2000. For more information on our 150th anniversary and to contact us regarding the addition of items to our archive, please visit:

[www.southampton.ac.uk/wsa150](http://www.southampton.ac.uk/wsa150)



## PROSPECTUS

### WINCHESTER

*School of Art & Crafts,  
North Walls, Winchester*

*With ANDOVER and  
BASINGSTOKE*

*Art Classes a constituent  
School of the  
Southern College of Art*

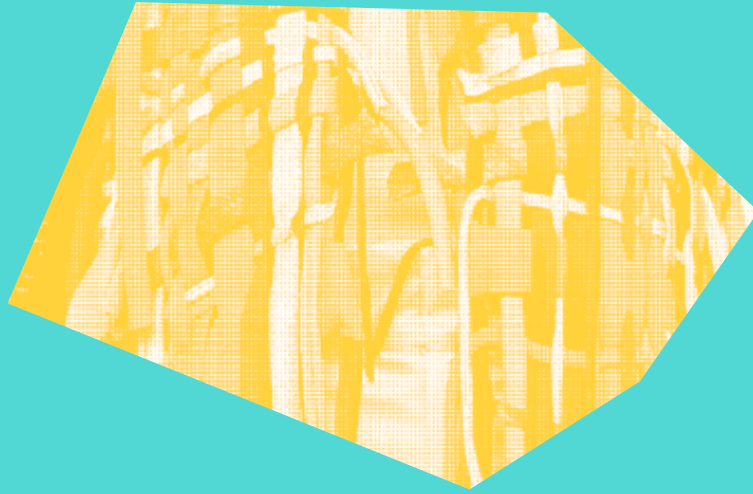
1951-1952

HAMPSHIRE EDUCATION COMMITTEE  
County Education Officer : Wm. Coates, M.A.

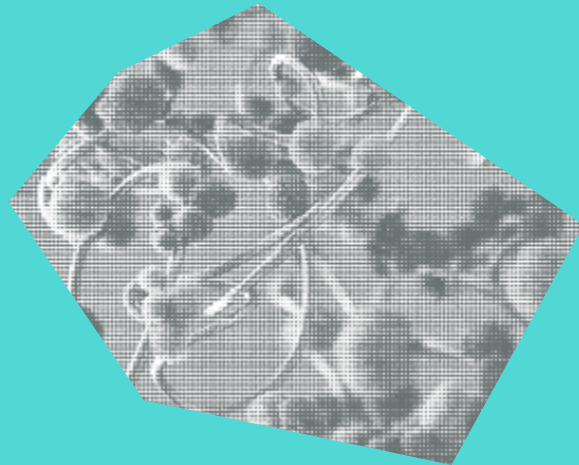








# OUR PROGRAMMES







“You will develop an ability to critique your own work, with a substantial support structure for peer group learning.”



# UNDERGRADUATE

Our undergraduate programmes are structured as modules, including core modules and option modules, which you will elect to study. Our option modules offer flexibility in your studies and are informed by industry, allowing students to supplement their core programme with a range of additional transferable skills.

The first year of your programme is diagnostic. During this time, we will work together to determine your strengths and interests by exploring all areas of your chosen subject. In your second and third years, selection of option modules will allow you to develop your talents and, on some programmes, select a predetermined ‘pathway’ which is supported by experienced academics and specialist technicians.

Group work is a central part of your experience and will be sustained throughout the duration of your studies. With a substantial support structure for peer group learning, you will develop a critical ability to critique your own work. As you progress through your studies, your skills in project and time management will advance in conjunction with your ability to visually and verbally present your work.

Assessment of your work is on-going, rather than exam based, and in your final year you will present your work at Winchester School of Art’s annual

Degree Show in June. Typically, this event includes a Private View to which we invite the creative industries. In addition to a degree show at Winchester School of Art, individual programmes may host their own independent shows at external venues.

Our undergraduate curriculum has been designed to allow you to study abroad, for either a year or a semester depending on the programme, through key international partnerships via the Erasmus Exchange programme. Studying abroad as part of your degree can add depth to both your academic and personal development.

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# BA FASHION DESIGN

UCAS Institution Code: S27  
UCAS Course Code: FD23  
Campus Code: W  
Duration: 3 years full-time  
Pathways: Menswear, Womenswear

## Key Facts:

- > Exceptional access to studio space and facilities, including industry-standard pattern-cutting equipment, digital printers and the latest laser-cutting and 3D print technology
- > Connect with leading fashion design companies through live briefs and guest lectures
- > Incorporates an innovative Fashion Futures module, giving you insight into the ever evolving fashion industry
- > Additional learning opportunities include study visits and collaborative projects with other disciplines
- > A strong focus on professional skills and employability will ensure you are career-ready

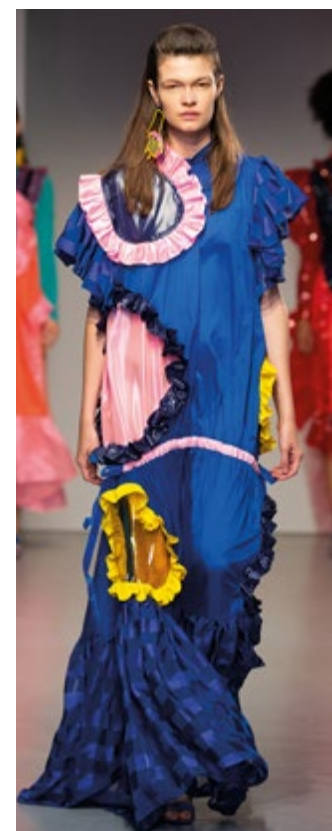
Put your creative ideas into practice on the BA Fashion Design programme, which offers outstanding studio facilities, a high level of industry exposure, a future-focused curriculum and superb employability prospects. Offering the freedom to develop your own creative style whilst gaining essential practical and research skills, this degree will put you on the path to a successful career in fashion design.

Specialising in menswear or womenswear, you'll practise traditional skills alongside innovative digital techniques, benefitting from unrivalled studio access and state-of-the-art facilities. These include industry-standard pattern-cutting equipment, a range of digital printers and the latest laser-cutting and 3D print technology.

In the 2nd year there are exciting opportunities either to spend a semester working on live company briefs or studying fashion design in Europe or overseas. In addition, an innovative Fashion Futures module will give you a comprehensive understanding of emerging issues and innovations in the fashion industry.

You'll learn from tutors with extensive fashion design experience and strong industry connections; they are well placed to advise on your portfolio of work and how best to pursue your future goals. In addition, external industry speakers and study visits will give you professional insights and enable you to build your own networks.

We have a strong track record when it comes to employability; our alumni work at places like Alexander McQueen, Burberry, Stella McCartney, Vivienne Westwood, Urban Outfitters, Topshop and Net-A-Porter.



## Programme Leader Cecilia Langemar

Cecilia Langemar studied fashion design with print at Central Saint Martins in London, where her final womenswear collection was commended by Louis Vuitton, featured in i-D magazine and sold at Kokon To Zai. Following this she completed the MA Printed Textiles course at the Royal College of Art, where her work focused on sustainable fashion and textiles. Cecilia has worked internationally with a range of companies and clients including Ghost, Gunila Axén, Louis Vuitton and Nelly Rodi. Her research focuses on fashion and sustainability.

## Career Opportunities

With unrivalled exposure to industry, expert advice from the staff team and a portfolio that showcases your technical and research skills, you'll be well prepared to secure a role in fashion design. You could choose to work for a niche brand or a major high-street group, or establish your own label. Alternatively, you could go into fashion buying, trend forecasting or fashion PR.

## Typical Entry Requirements

A Levels: Grades BBB, including an art/design related subject

IB: 30 points overall including 16 at Higher Level

Other: Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.



## Discover More

Website:  
[www.southampton.ac.uk/wsa/fashiontextiledesign](http://www.southampton.ac.uk/wsa/fashiontextiledesign)

Blog:  
[www.wsabafashion.com](http://www.wsabafashion.com)

Instagram:  
[@wsa.ba.fashion](https://www.instagram.com/wsa.ba.fashion)



# BA FASHION MARKETING WITH MANAGEMENT

Offering unrivalled exposure to leading brands and encompassing the latest digital practices, this degree will equip you for success in marketing and management roles in the global fashion industry. Informed by industry and taught by academics with current professional experience, this programme delivers a comprehensive understanding of global fashion marketing and management, with a focus on the latest digital concepts and techniques.

As a business course within an art school setting, it offers the academic rigour of a Russell Group university degree while nurturing the creative skills that will help you to stand out in the fashion world. Part of a vibrant arts campus, you'll be able to put your skills into practice using our superb studio facilities, with the opportunity to collaborate on projects with students from other fashion-related disciplines.

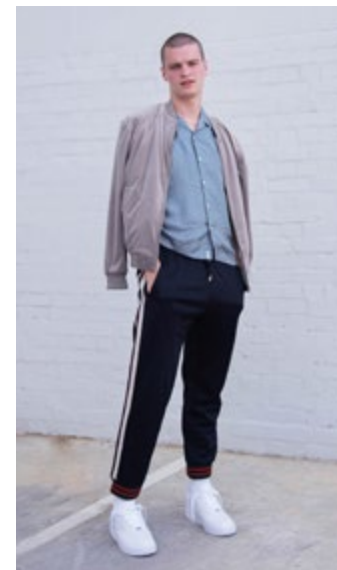
Our academics' strong professional links mean you'll also have unrivalled exposure to industry through guest lectures, company project briefs and visits to leading brands in the UK and overseas, while our proximity to London opens up a wealth of internship opportunities. You'll graduate with finely tuned strategic and creative thinking skills and exceptional digital know-how, giving you an advantage as you enter the job market.

Past graduates are now pursuing successful careers with companies such as Net-A-Porter, Tom Ford, Tommy Hilfiger, Arcadia Group, Next, Saint Laurent, Peter Pilotto and many others.

UCAS Institution Code: S27  
UCAS Course Code: WN25  
Campus Code: W  
Duration: 3 years full-time

## Key Facts:

- > Learn from academics with years of fashion industry experience and expertise
- > Gain essential business skills tailored to the fashion industry, in a creative art school environment
- > Study visits in the UK and overseas; recent destinations include Hermès in Paris, Fendi and Valentino in Rome and Brooks Brothers in New York
- > The latest digital strategies, concepts and techniques are embedded into the curriculum
- > Accredited by The Institute of Digital Marketing, students will develop a detailed understanding of digital marketing and digital commerce



## Programme Leader Amanda Bragg-Mollison

Amanda Bragg-Mollison has more than 15 years of experience in marketing and management and has held strategic roles with companies in the fields of branding and fashion promotion in the UK, France and the USA. She recently won an Innovative Teaching award for her contribution to teaching and learning, and her research interests include consumer behaviour and the digital environment for luxury fashion.

## Career Opportunities

The course will prepare you for a range of fashion business roles, including marketing and digital marketing, communications, buying, styling, PR, digital commerce, merchandising, brand management and editorial production. Our graduates have secured roles in major brands; many are successful in gaining places on highly competitive graduate training schemes. Career destination examples include Tom Ford, John Lewis, Next, Mr Porter, The Fold, New Look, Primark and Arcadia Group.

## Typical Entry Requirements

A Levels: Grades BBB, preferably including a Business or Humanities subject

IB: 30 points overall including 16 at Higher Level

Other: Level 3 BTEC Extended Diploma in Business (Distinction, Distinction, Merit)



## Discover More

Website:  
[www.southampton.ac.uk/wsa/fashionmarketing](http://www.southampton.ac.uk/wsa/fashionmarketing)

Blog:  
[www.marketingoffashion.com](http://www.marketingoffashion.com)

Instagram:  
[@marketingoffashion](https://www.instagram.com/marketingoffashion)

Twitter:  
[@MarketingofFash](https://twitter.com/MarketingofFash)



# BA FINE ART

UCAS Institution Code: S27  
UCAS Course Code: W190  
Campus Code: W  
Duration: 3 years full-time

## Key Facts:

- > We are ranked 7th in subject area for 'Art' in the 2019 Guardian University League Table
- > Occupy your own studio space: choose second and third year spaces that suit your practice
- > Benefit from study visits to exhibitions in London galleries and elsewhere
- > The option in your second year of an Exchange module with one of our overseas partner-institutions
- > Launch your career with a final major project at the end-of-year show
- > A high level of personalisation: the focus is on your own creative practice

The BA Fine Art programme offers a supportive, close-knit creative community for realising ambitious ideas. Develop your own distinctive voice through individual practice and unique collaborative projects.

You will learn to recognise new creative opportunities, and gain the clarity of thought, the confidence and the skills to take them forward. You will be supported by inspiring academic tutors who are also practicing artists, committed to ensuring that students achieve their creative goals. As you strive to work out the best way to deliver your ideas, you will be able to move between media: painting, printmaking, sculpture, digital and lens-based work and performance, making the most of our purpose-built studio spaces and excellent workshop facilities.

A unique feature of the programme is *Shared Drive*, which twice a year complements individual practice by bringing together all Fine Art students from all three year-groups to work together on ambitious collaborative projects. These moments of collective activity will enable you to discover new strengths and develop your professional abilities, such as the negotiation of ideas, project-planning, management and leadership. The projects also encompass contributions from researchers in other disciplines in our Russell Group university, such as demography, archaeology and the life-sciences, to spark creative responses to global issues.

Career-focused option modules, talks by visiting artists, and study visits to exhibitions in London and elsewhere will help you prepare for a professional future.



## Programme Leader Dr John Gillett

John is an experienced curator of contemporary art exhibitions, with his own practice as a digital video artist, publication designer and writer, with special interests in issues of audience engagement and the interpretation of art for the viewer. He coordinates the Shared Drive projects and edits the Fine Art Yearbook.

## Career Opportunities

Career-focused modules, talks by practising artists, and the development of specific and transferable skills will prepare you for a career as an arts practitioner. Our graduates are self-motivated, flexible, highly creative individuals who go on to succeed in fine art and in a diverse range of fields including the film and music industries, publishing, and museums and galleries.



## Discover More

Website:  
[www.southampton.ac.uk/wsa/fineart](http://www.southampton.ac.uk/wsa/fineart)

Blog:  
[www.fineartwinchester.wordpress.com](http://www.fineartwinchester.wordpress.com)

Instagram:  
[@ba\\_fa\\_wsa](https://www.instagram.com/ba_fa_wsa)

## Typical Entry Requirements

A Levels: Grades BBB, including an art/design related subject

IB: 30 points overall including 16 at Higher Level

Other: Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.





# BA GAMES DESIGN AND ART

Combining the creative side of games design with essential technical know-how, this distinctive programme will appeal to students who want to make unique new games and take forward ambitious ideas in emerging new game markets, platforms and genres.

On the BA Games Design & Art you'll gain an understanding of the whole games design and development process, graduating with skills that you can apply in any part of the games industry, from small studios to major games publishers. Unlike many games design courses, it is based in an art school rather than a computer science department, allowing you to work creatively while gaining essential technical skills.

Through studio work you'll have the chance to apply design thinking to games design, explore concepts you are passionate about and make the games you want to make. These might be games that offer an immersive experience, make people think differently about an issue, generate team-based fun or offer pure escapism. Broad in its scope, the course covers the spectrum of gaming, from physical games and board games to video and virtual reality games. Working closely with your peers in a small, close-knit class, you'll collaborate, inspire one another and discover your strengths.

Studio work is set up to simulate the approach of independent (indie) design companies; working on group projects, you'll experience different design team roles and learn how to pitch and market your ideas. In addition, guest lectures by successful games entrepreneurs and opportunities to present your own games to industry will give you a head start as you enter this dynamic sector.



UCAS Institution Code: S27  
UCAS Course Code: 1L6F  
Campus Code: W  
Duration: 3 years full-time

## Key Facts:

- > We are ranked 7th in subject area for 'Art' in the 2019 Guardian University League Table
- > Combines the artistic and technical aspects of games design, incorporating illustration, character design and storytelling as well as coding and digital production skills
- > Crosses the spectrum of games and play, from board games to virtual reality experiences
- > Extensive exposure to industry through guest lectures, studio visits to companies such as Ustwo and Sennep, and live projects with organisation such as National Air Traffic Control, IBM and Royal Society of Public Health
- > Explores emerging fields such as purposeful or 'serious' games



## Programme Leader Adam Procter

Adam Procter is a highly experienced design educator, having taught design in higher education for more than 15 years. He keeps his practice current by working with organisations to help foster digital design solutions in the form of games, apps, and how to improve user experience as a designer, researcher and practitioner. A number of these projects have been for global brands such as Deefax, Wiley, NATS, TKMaxx and FatFace. Adam is currently undertaking a practice-based Web Science PhD investigating new types of digital tools to enhance design education.

## Career Opportunities

Because of our strong networks and the excellent reputation of the course, companies often approach us seeking students for internship opportunities. In addition, our students have also been successful in arranging their own internships, often thanks to our external connections. These opportunities can lead to exciting project work and employment opportunities.

## Typical Entry Requirements

A Levels: Grades BBB, including an art/design/media/humanities/creative IT based subject

IB: 30 points overall including 16 at Higher Level

Other: Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.



## Discover More

Website:  
[www.southampton.ac.uk/wsa/gamesdesign](http://www.southampton.ac.uk/wsa/gamesdesign)

Blog:  
[www.medium.com/@gamesdesignart](http://www.medium.com/@gamesdesignart)

Instagram & Twitter:  
[@gamesdesignart](https://www.instagram.com/gamesdesignart)

# BA GRAPHIC ARTS

UCAS Institution Code: S27  
UCAS Course Code: W210  
Campus Code: W  
Duration: 3 years full-time  
Pathways: Graphic Design, Illustration, Motion Design, Photography

## Key Facts:

- > We are ranked 7th in subject area for 'Art' in the 2019 Guardian University League Table
- > Learn from professionals through externally partnered projects, a guest lecture series and studio visits
- > A focus on research-informed practice, encompassing digital and physical processes
- > One of only a few graphic arts courses based within a Russell Group university
- > Field trips to design studios, galleries and cultural spaces – destinations have included New York and Berlin

On BA Graphic Arts you'll learn to create engaging, effective creative solutions, shaped by research insights and realised through digital or physical media. Having gained a deeper understanding of different disciplines, you'll choose to specialise in graphic design, illustration, motion design or photography.

Working in our superb studio space, you'll develop practical and critical skills through a range of assignments, with guidance from our expert staff team. Strong links with industry ensure the curriculum is at the forefront of current practice, and opportunities to engage with external practitioners are integral to the programme, giving you an in-depth understanding of professional practice and enhancing your employability.

These opportunities include a series of lectures and workshops by both leading design studios and our strong alumni, who have established themselves within the creative industries. In addition, we make the most of our proximity to London with regular studio visits, as well as running overseas trips.

Our graduates are well-informed, future-ready practitioners, equipped with technical and intellectual skills that help them adapt and thrive in a fast-changing sector.



## Programme Leader Nickie Hirst

Nickie Hirst is an experienced academic and design practitioner with specialist knowledge of print design, branding and interaction design. She has over 16-years' experience of leading and teaching design-based courses both nationally and internationally, including the University of Greenwich, the University of the West of England, the University of the Arts – Central St Martins and TEI Athens. Her professional design industry career spanned 12 years in London and New York, working for global design agencies such as Razorfish, FutureBrand, Y&R and BBH, leading creative teams and working for high profile brands such as Universal Music, Nokia, RAC, Lego, T-Mobile, The Economist, Lloyds of London and Oakley. She continues to practice as a graphic designer and book artist.

## Career Opportunities

Our Graphic Arts alumni are now among the top designers, photographers, animators and illustrators working in high profile companies such as: Mother, ustwo, Protein, Moving Brands, the Boiler Room, iLoveDust, Digital Annexe, Johnston Works, The Financial Times, Activision M&C Saatchi, Sony, The Daily Telegraph, Elle, Jack Wills, Blueprint, The Guardian, Harpers Bazaar, The Sunday Times, Wallpaper Magazine, the Observer.

## Typical Entry Requirements

A Levels: Grades BBB, including an art /design related subject

IB: 30 points overall including 16 at Higher Level

Other: Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.



## Discover More

Website:  
[www.southampton.ac.uk/wsa/graphicarts](http://www.southampton.ac.uk/wsa/graphicarts)

Blog:  
[winchesterstudio.soton.ac.uk](http://winchesterstudio.soton.ac.uk)

Instagram & Twitter:  
[@ba\\_ga\\_wsa](https://www.instagram.com/ba_ga_wsa)





# BA TEXTILE DESIGN

Learn to create exquisite textiles, supported by highly experienced textile designers and using our first-class digital and traditional knit, print and weave facilities. With industry opportunities integrated into the course, this degree is superb preparation for a future in textile design.

Whether you are interested in textiles for fashion, interiors or products, the BA Textile Design will nurture your creative, practical and professional skills. Having explored different aspects of textile design in year one, you'll choose to specialise in woven, knitted or printed textiles, learning traditional manual processes alongside cutting-edge digital techniques. Part of a vibrant, creative art school campus, you'll have access to superb studio space and equipment, such as Shima Seiki and Dubied knitting machines, a Mimaki printer and a jacquard loom.

The programme includes an exciting opportunity to spend a semester working on live company briefs, doing an industry placement, or studying textile design overseas. You'll also learn about emerging industry issues through the innovative Textile Futures module.

Our staff will support you every step of the way, drawing on their experience as professional textile designers and their strong industry connections. Guest lectures, study visits and access to prestigious competitions will give you professional insights and further enhance your career prospects. We have an excellent track record when it comes to employability; our graduates have secured roles at companies such as Alexander McQueen, Fairbairn and Wolf Studio, Cole and Son, Marks and Spencer, Nike, Vanners and Liberty.



UCAS Institution Code: S27  
UCAS Course Code: TD23  
Campus Code: W  
Duration: 3 years full-time  
Pathways: Knitwear, Printed Textiles, Woven Textiles

## Key Facts:

- > Develop high-level skills in knit, print or weave and pursue your own creative textile design projects
- > Learn the latest digital techniques alongside traditional manual methods
- > Generous studio access and an unrivalled range of equipment including Shima Seiki and Dubied knitting machines, a Mimaki printer and a jacquard loom, as well as manual facilities
- > Taught by academics with extensive professional textile design experience
- > Exposure to industry throughout the course, through guest lectures, study visits and competition opportunities



## Acting Programme Leader Deidre Campion

Deirdre Campion has industry and commercial expertise within fabric printing, wallpaper design, design for embroidery and decorative pattern for jacquard weaving. She has worked with high-end furnishing brands as a designer and design director. Initially trained in Ireland, followed by a design history masters from the Royal College of Art and Victoria and Albert Museum, she combines modern textile techniques and innovation with archival research for interior use. Her teaching is underpinned by her interest in drawing as fundamental to design in both modern digital textile design and the traditional methods of hand produced screen-printed design.

## Career Opportunities

This degree is designed to meet the needs of textile companies, who are looking for graduates with technical skills but also the ability to think creatively and find inspiration for new collections and products. With a comprehensive understanding of industry, real-world experience and a portfolio that showcases your talents, you'll be highly employable when you graduate. Our students gain roles as design assistants, colourists, illustrators and interior stylists. Others have gone into trend prediction and textile buying.

## Typical Entry Requirements

A Levels: Grades BBB, including an art/design related subject

IB: 30 points overall including 16 at Higher Level

Other: Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.

## Discover More

Website:  
[www.southampton.ac.uk/wsa/fashiontextiledesign](http://www.southampton.ac.uk/wsa/fashiontextiledesign)

Blog:  
[www.wsabatextiles.com](http://www.wsabatextiles.com)

Instagram & Twitter:  
[@\\_makefuture](https://www.instagram.com/_makefuture)





# POSTGRADUATE

Our postgraduate programmes are structured as modules, both core compulsory modules and option modules, which you will elect to study. Our option modules are informed by both our strong industry links and our academic research, allowing students to develop their evaluative and research skills.

Winchester School of Art attracts rich international teaching expertise, which allows a global understanding of issues and approaches fundamental to our students' practical and theoretical learning experience.

Our programmes reflect the world-class research being conducted by many of our staff, which contributes and feeds into our teaching and curriculum. Through our extended network of industry professionals, visiting and guest lecturers, research networks and partner institutions, our students can connect with and benefit from opportunities afforded by a top-rated, global University.



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“Our programmes reflect the world-class research being conducted by many of our staff, which contributes and feeds into our teaching and curriculum.”



# MA COMMUNICATION DESIGN

MA Communication Design at Winchester School of Art is an exciting opportunity to explore and re-define your own practice through various media formats of experimental publishing and interaction design. Research-driven, with a strong emphasis on experimentation and critical making, students are encouraged to explore the many 'systems' for making and communication of text and image. The core curriculum is practice based and underpinned by workshops, lectures and both individual and group tutorials.

In our modern, well-equipped studios you'll learn how to develop effective concepts and prototypes for current and emergent platforms, informed by graphic design and user experience design principles. Students build their own tools through creative coding workshops and modular design experimentation. In past years there have been opportunities to undertake field trips to London and Europe.

Your studies will be supported by excellent workshop facilities like the Interaction and Prototyping Laboratory, 3D printing and laser cutting as well as traditional design and print equipment. You'll learn from academics with industry experience in graphic design, interaction design and design for experimental media.

The course culminates in a practice-led research project, which is an exciting opportunity for you to engage with key debates shaping the communication design field. When you graduate you'll be ready for a career in established and emerging design areas, such as publishing design, interaction design and user experience design.

Duration: 1 year full-time

## Key Facts:

- > Graduates have gone on to work at leading Design agencies including Ogilvy & Mather, Alibaba Group, EMI and the Singapore Institute of Technology
- > Guest lectures, studio visits and activities with industry partners will enhance your learning
- > Superb studio space and unrivalled facilities, including traditional and high-tech digital equipment and industry-standard software
- > Taught by academics with industry experience and research expertise

## Programme Leader Danny Aldred

Danny is a visual artist and experienced commercial graphic designer. His current practice centres on publishing as creative practice with a focus on the artist book. His own publishing projects have been chosen for numerous international exhibitions, events and collections including the V&A Museum, Whitechapel Gallery, Freies Museum in Berlin and Printed Matter in New York. He is a passionate educator who believes in the transformative ability of education.

## Career Opportunities

During the course students may have the opportunity to collaborate on external projects and undertake work placement positions. Last year this included collaborative projects with Transmediale media festival in Berlin, Typelab based Stuttgart, The Design Museum and work placement at Design Bridge in London. Throughout the programme students generate a portfolio of work based on their areas of interest and build upon professional skills needed to secure employment, start your own businesses, or pursue further research. The degree opens up a wealth of opportunities in the digital, media and publishing design sectors.

Past graduates have gone on to work for: Ogilvy & Mather, Alibaba Group, Singapore Institute of Technology and EMI.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Graphic Design, Interaction Design, Communication Design, Visual Design, Media Studies, Communication Studies, Advertising Design or practice-based subjects.

English language:  
Please see page 111

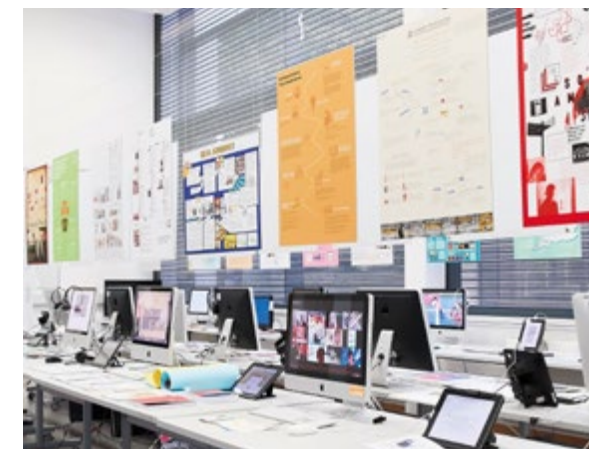
Portfolio: A portfolio of recent work must be submitted with your application and a supporting statement of what you intend to explore during your time on the programme.



## Discover More

Website:  
[www.southampton.ac.uk/macommunicationdesign](http://www.southampton.ac.uk/macommunicationdesign)

Instagram & Twitter:  
[@wsa\\_macd](https://www.instagram.com/wsa_macd)





# MA CONTEMPORARY CURATION

Duration: 1 year full-time

## Key Facts:

- > Co-location with practising artists at the School makes it easy to collaborate on curatorial projects
- > Based in The Winchester Gallery, with behind-the-scenes access to other arts institutions, the course offers unrivalled opportunities for direct experience and industry exposure
- > Informed by cutting-edge research within the School's Winchester Centre for Global Futures in Art, Design and Media
- > Academics' connections with international festivals, such as *Transmediale* in Berlin and *Kochi-Muziris Biennale* in India, provide additional learning opportunities

Based within a working gallery and informed by world class research, this degree combines direct experience, behind-the-scenes industry insights and an academic exploration of contemporary curation discourses.

The MA Contemporary Curation is an exceptional opportunity to explore the latest concepts in curation theory and practice while gaining hands-on curatorial experience and industry insights. The course is based on-campus, in The Winchester Gallery; from your first week you will be involved in the running of the gallery, from organising exhibitions and producing interpretation materials to marketing and audience development.

Co-located with the School's practising artists, you'll have plenty of opportunities to collaborate on joint projects and apply your skills. Your practice will be underpinned by your developing knowledge of current curation theories and debates, informed by the School's internationally recognised expertise in art and design, visual cultural studies, digital and new media theory.

Our research-active academics have links with arts organisations and international festivals, opening up a range of additional learning opportunities. You will also be exposed to top professionals in the curatorial field through guest lectures and behind-the-scenes gallery visits.



## Programme Leader Dr August Jordan Davis

August is an art historian and curator whose research specialisms include: feminism and globalisation; art and 'the war on terror'; the art and activism of Martha Rosler; and American cultural, political, and social history. She is involved in: exhibitions; conferences; and public programming at John Hansard Gallery; and speaks about the practice of contemporary curation internationally, including at the *Kochi Muziris Biennale* and *Contemporary Istanbul Art Fair*.

## Career Opportunities

You will be prepared for a career in existing and emergent curatorial and arts roles within a range of organisations. You could choose to work within a museum, public or private gallery, heritage or cultural organisation, international art fair or biennial, or for an arts or culture publication. You might pursue a career in cultural and public policy-making, cultural management and administration, or arts-commissioning and funding. The course is also a good grounding for further study at PhD level, perhaps with a view to an academic career.



## Typical Entry Requirements

UK Bachelors degree: Upper second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in a relevant Art, Humanities, Business or Social Sciences subject

Excluded Subjects: Accounting, Broadcasting, Business English, Chinese Language and Literature, Music/Acting/Drama

English language:  
Please see page 111



## Discover More

Website:  
[www.southampton.ac.uk/macontemporarycuration](http://www.southampton.ac.uk/macontemporarycuration)

# MA DESIGN MANAGEMENT

Learn how to convert innovation and creativity into business success through effective design management. Taught by experts with extensive research experience and industry knowledge, this degree opens up career possibilities in a wide range of sectors.

The MA Design Management explores the effective use of design in a business context, encompassing product design, process design, service design and brand design. You'll gain an understanding of the whole design management cycle, from the identification of market trends and use of research to inform the design process, through to branding, marketing, after-sales and product recycling.

The programme is taught by academics with industry experience and research expertise, including specialist knowledge of the relationship between design and finance, and design and law. They use interactive activities such as practical live projects, study visits to London museums and a simulation workshop to consolidate your learning. In addition, guest lectures by external practitioners offer industry insights and a chance to build your networks.

Taught within a creative art school environment, the course offers the academic rigour that you would expect from a Russell Group university, and you'll graduate with knowledge and skills that will enable you to advance in a wide range of sectors.



Duration: 1 year full-time

## Key Facts:

- > Gain an in-depth understanding of design management that you can apply in any business sector
- > Covers product design, process design, services design, sustainable design and brand design
- > Learn from academics with extensive professional experience and research expertise, including specialists in the legal and financial aspects of design management
- > Uses hands-on, interactive learning approaches, including mini projects and a sophisticated marketing simulation workshop
- > Visits to major London museums and guest lectures by external practitioners will further enrich your learning

## Programme Leader Dr Yuanyuan Yin

Dr Yuanyuan Yin is a design management expert whose research explores user-centred design and design for an ageing population. She leads projects funded by the Economic and Social Research Council, British Council, China Confucius Institute Headquarter and the University to explore inclusive service design for ageing population in the UK and China. Before she joined the University, she worked as designer and design researcher for several design companies such as Lenovo in China, Design Bridge and Xerox in the UK.

## Career Opportunities

The MA Design Management will prepare you for a role in design management, brand management, design research and other managerial positions that relate to the product or service design process. Our graduates have gone on to work for in-house design teams at major companies such as Evian, Tank Innovation, iFLY TEK and Apple, and for market research companies and television companies. Some have become university lecturers and others are undertaking PhDs. Former students have also set up their own design management consultancies.

## Typical Entry Requirements

Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Art/Design, Marketing/Advertising, Business/Management related subjects

English language:  
Please see page 111



## Discover More

Website:  
[www.southampton.ac.uk/madesignmanagement](http://www.southampton.ac.uk/madesignmanagement)





# MA FASHION DESIGN

Duration: 1 year full-time

## Key Facts:

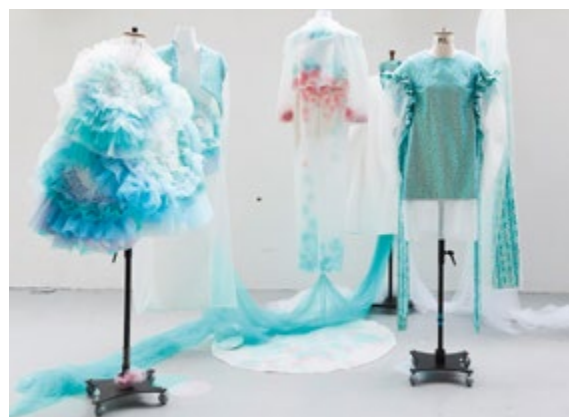
- > Be part of a community of artists on the dedicated Winchester School of Art campus, less than an hour from London's fashion scene
- > Industry links enhance your learning through guest lectures, live project briefs and internship opportunities
- > A personalised approach to teaching; tutors offer tailored support to help you achieve your creative and career-related aspirations
- > Superb studio space and unrivalled facilities, including traditional and high-tech digital equipment and industry-standard software
- > Specialist expertise in the area of sustainability in fashion, a key issue in today's industry

Experiment, explore and discover your own creative identity while developing essential fashion design skills. You'll benefit from our tutors' extensive industry experience and contacts, equipping you for success in the competitive world of fashion.

The MA Fashion Design programme gives you the freedom to pursue your creative ambitions through experimental practice, personal research and critical evaluation. Working in purpose-built studios, you'll cover core topics such as sketchbook development, visual research, sustainability and design, construction techniques and materials, CAD (computer-aided design) and fashion portfolio skills.

We focus on a combination of hand making skills and techniques alongside the use of cutting-edge technologies; our superb facilities include bespoke pattern-cutting tables and industry-standard machines, traditional print and textile facilities as well as the latest technical and 3D printing technology.

You'll learn from tutors with years of professional fashion design experience and strong industry connections. They will work closely with you to help you develop your individual strengths and to enhance your employability. You'll benefit from professional skills workshops, exposure to industry through live briefs and guest lectures, and the opportunity to showcase your work, where possible in Winchester and London. The teaching team's extensive contacts can also facilitate internship opportunities with leading fashion companies.



## Programme Leader Delia Crowe

Delia Crowe, MA, has extensive experience of working within the fashion industry, predominantly for British high-street brands. Her industry experience, which includes working with manufacturers in the developing world, has afforded her an overarching understanding of fast fashion from production through to consumption, and this knowledge has fuelled her research into the potential and possibility to make sustainability in fashion a reality.

## Career Opportunities

We produce creative, technically accomplished graduates with a professional approach, who are sought after by top employers. You will be able to choose from a range of fashion roles, including fashion designer, costume designer, pattern cutter, illustrator, fashion/photographic stylist, fashion buyer, visual merchandiser, trend forecaster, social media, blogger or fashion editor. This degree is also excellent preparation if you are interested in taking your studies to PhD level.

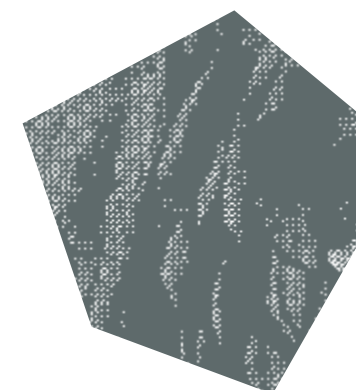
Many students have been successful in applying for internships, for example at Gareth Pugh, Roksanda Ilincic, Jasper Garvida for Ethologie and Thomas Tait. Past students have gone on to jobs as fashion designers and design teachers all over the world. Others have started their own labels in China and New Delhi; one former student who has established a label in Hong Kong recently brought her collection to the Pure trade show in London.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University)

English language:  
Please see page 111

A portfolio of recent work must be submitted with your application. For guidance please see Page 114



## Discover More

Website:  
[www.southampton.ac.uk/mafashiondesign](http://www.southampton.ac.uk/mafashiondesign)

Twitter:  
[@WSA\\_MAfashion](https://twitter.com/WSA_MAfashion)

Facebook:  
[www.facebook.com/deliacrowe.wsama](https://www.facebook.com/deliacrowe.wsama)









# MA FASHION MANAGEMENT

Duration: 1 year full-time

## Key Facts

- > Gain industry-specific management skills and a comprehensive understanding of the contemporary fashion world, including its historical and cultural contexts
- > Learn from academics with extensive fashion management industry experience and research expertise
- > Industry speakers and visits to Fashion exhibitions will help enhance your learning.
- > Industry speakers and visits to London galleries and fashion shows will enhance your learning
- > Based in a creative art school environment, with opportunities to collaborate with fashion and textile design students

Gain an in-depth knowledge of fashion and management in a creative art school environment. You'll be taught by academics with extensive fashion management experience, preparing you for a successful career in this fast-paced global industry.

The MA Fashion Management offers the chance to develop your creative thinking, marketing and business management skills, enabling you to manage any type of fashion brand from designer and luxury to lifestyle and sportswear.

You'll gain a comprehensive understanding of today's fashion industry, trends and customers within a broader historical and theoretical context – something not offered on all fashion management degrees – giving you a competitive advantage when you graduate.

Based within a close-knit, creative community, you'll be able to take part in School-wide events and collaborative projects with art and design students to enhance your skills and knowledge. Visits to London exhibitions will complement your campus-based studies.



## Programme Leader Paul Mackie

Paul Mackie has over 16 years' industry experience in Buying & Merchandising gained within both high street and international retailers, as well as acting as a Consultant to emerging niche fashion brands. He has been responsible for introducing international fashion brands into leading department stores, as well as developing own brand label collections within Menswear. As a Senior Buyer, he bought and managed several large product categories with annual turnovers in excess of £100 million. He has worked directly with suppliers and manufactures in China, mainland Europe and the UK to develop new product ranges.

## Career Opportunities

The MA Fashion Management will prepare you to start your entrepreneurial venture or join the fashion industry at management level. Potential roles include fashion buyer, fashion product developer, fashion merchandiser, fashion sourcing or brand manager. Or you could become a supply chain manager, marketing consultant, retail manager or public relations manager in the fashion industry. This degree is also excellent preparation for further study at PhD level. Our graduates have gone on to work for companies including: Seiko, Longines, Burberry, Arcadia Group, Longchamp, BestSeller Group and Wuyoung.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Administration

Excluded subjects: Accounting/ Finance, Business English, Chinese Language and Literature, Music, Acting, Drama, Performance

English language:  
Please see page 111



## Discover More

Website:  
[www.southampton.ac.uk/mafashionmanagement](http://www.southampton.ac.uk/mafashionmanagement)

Facebook:  
[www.facebook.com/winchesterart](https://www.facebook.com/winchesterart)

Instagram & Twitter:  
[@wsafashionshow](https://www.instagram.com/wsafashionshow)



# MA FASHION MARKETING AND BRANDING

Taught within an art school renowned for its fashion expertise, this master's degree provides essential fashion marketing and branding knowledge, as well as extensive industry exposure that will enhance your career prospects.

MA Fashion Marketing and Branding will prepare you for a fulfilling career in the dynamic fashion industry. You'll gain an understanding of contemporary fashion issues and trends, such as globalisation, technological advances, fast fashion and sustainability. There is also a strong emphasis on employability and professional skills, with lectures and workshops focused on helping you achieve your career ambitions.

Academics bring fashion sector experience and research expertise to the course. Their industry connections and the School's close proximity to London means a high level of industry exposure throughout the course, through guest lectures and visits to fashion events.

Based within a vibrant art school, rather than a business or management school, you'll benefit from a concentration of fashion expertise and opportunities to put your skills into practice through collaborative projects with fashion design students.

You'll graduate with a Russell Group university degree and the skills and knowledge necessary to advance your fashion career or continue your studies at PhD level.



Duration: 1 year full-time

## Key Facts

- > Gain key marketing and branding skills and a comprehensive understanding of the contemporary fashion world
- > Learn from academics with a wealth of fashion industry experience and research expertise
- > Guest lectures and occasional study visits to London shows offer exposure to the fashion industry throughout the course
- > You can personalise the degree to achieve your ambitions through your choice of optional modules and final project topic

## Programme Leader Mike Bastin

Programme leader Mike Bastin has more than 20 years' experience as a marketing academic, specialising in fashion brand management and consumer behaviour. During this time he has developed a global network of industry contacts. He has worked all over the world, including teaching at leading Chinese universities and delivering training to international businesses based across China. His research, which has been published in peer reviewed international academic journals such as the *Journal of Brand Management* and *Social Cognition* as well as book chapter form, focuses on the cultural, social and personal influences on fashion brand consumption. He regularly appears in the international media with expert opinion on fashion issues, with regular articles in *China Daily* and appearances on BBC World and China Global Television (CGTN).

## Career Opportunities

The degree's focus on employability means you'll be well equipped to enter the global fashion marketing and branding industry after you graduate. Potential careers include fashion brand manager, marketing communications manager, fashion journalist, fashion forecaster, fashion analyst, fashion marketing consultant, fashion entrepreneur or fashion merchandiser. Our graduates have gone on to a range of roles, including merchandising at Next, fashion journalism, and working for an international advertising agency in Shanghai. Some have used the masters degree as a foundation for further study at PhD level.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in a wide range of business, management and marketing related subjects as well as those from fashion design and art related subjects

Excluded subjects: Accounting/ Finance, Broadcasting, Film & Television, Business English, Chinese Language and Literature, Music, Acting, Drama, Performance

English language:  
Please see page 111

## Discover More

Website:  
[www.southampton.ac.uk/mafashionmarketingbranding](http://www.southampton.ac.uk/mafashionmarketingbranding)

Twitter:  
[@WSA\\_MAFMB](https://twitter.com/WSA_MAFMB)





# MA FINE ART

The MA Fine Art at Winchester School of Art welcomes students who value the opportunity to embrace new challenges in their art. Our course draws students from across the world to study and develop their art in the beautiful surroundings of the historic Winchester School of Art.

The programme encompasses the diversity of today's global contemporary art and values all types of art practice. Working in purpose-built studios with diverse technical and academic facilities, you will have the freedom to realise your ideas through a single medium or across multiple art forms, from painting, drawing and sculpture through to photography, video, site-specific work, digital media or performance art. You will also explore your work intellectually, grounding your practice in the key ideas and issues that inform contemporary art today.

Our staff, while also pursuing successful careers as contemporary artists, are experienced academics, well placed to advise and guide you in the conceptual, technical and professional aspects of contemporary art practice. In addition, you will gain insights into life as a working artist through weekly guest lectures by leading contemporary artists, visits to artists' studios, opportunities to exhibit, and through a module devoted to specific arts-related professional skills.

You will be part of a small, friendly and supportive community based on a historic art school campus within easy reach of London's art scene – a unique environment in which we will nurture and develop your art and understanding towards your future career.



Duration: 1 year full-time

## Key Facts

- > Offers the freedom to take your work in any direction you choose while rooting your practice in the context of current contemporary art discourses
- > Engage with a single medium or with diverse media, including painting, printmaking, sculpture, video, photography, digital media and performance art
- > Based in purpose-built studios with first-rate facilities including the latest photography, video, 3D printing and laser cutting technologies
- > Includes workshops on professional skills and talks from internationally renowned artists, helping you to develop contacts and consider career options

## Programme Leader Nick Stewart

Nick Stewart has more than 30 years' experience both as an academic and as a professional artist. His work has encompassed drawing, installation, photography, performance, video, film and book publishing. He has taught at degree level in art institutions across the UK, Europe and Canada and has exhibited widely in Ireland, UK, Europe, Canada, USA and India. Major exhibitions of his work have taken place at the Arnolfini Gallery, Bristol (1997), Chisenhale Gallery, London (1998) and in Belfast (1996, 2005). He has received awards, residencies and commissions from the Canada Council, British Council, British Film Institute, Arts Council England and the Royal Festival Hall, London. In 2007 he published, *No-one's Not From Everywhere*, a two hundred page text and image book, funded by Arts Council England. In 2012 the John Hansard Gallery published, *Which is The: 49 Views*. In 2017 Nick completed his first feature length film, "...as sure as the rain", now available at, <https://tao-films.com/film/as-sure-as-the-rain>. Selected samples of his work are archived at, [www.nickstewart.org.uk](http://www.nickstewart.org.uk)

## Career Opportunities

Previous graduates are enjoying success as professional artists and in teaching, the media, animation and curation. For example, one recent graduate is now Director's Assistant at the prestigious Today Art Museum in Beijing. Another is working as a personal assistant to Zhang Huan, one of the most important contemporary artists working in the world today.

Some of our graduates choose to undertake further study at PhD level, or to pursue a career in arts-related organisations and other sectors. You will graduate with the ability to think critically and creatively, solve problems and work with others – these transferable skills will be invaluable in a range of roles in the cultural and media industries.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University)

English language:  
Please see page 111

A portfolio of recent work must be submitted with your application. For guidance please see Page 112



## Discover More

Website:  
[www.southampton.ac.uk/mafineart](http://www.southampton.ac.uk/mafineart)

Vimeo:  
[vimeo.com/user14682804](https://vimeo.com/user14682804)







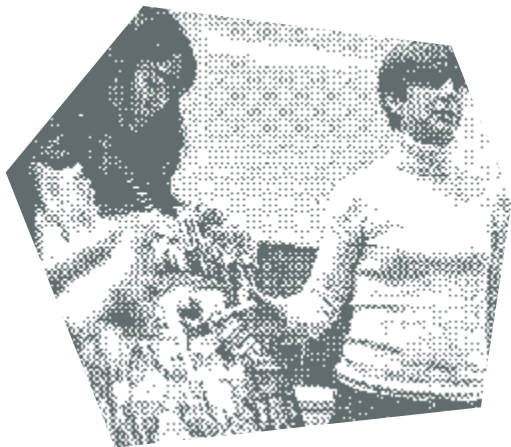


# MA GLOBAL ADVERTISING AND BRANDING

On the MA Global Advertising and Branding you'll learn about the different stages of the advertising management process, from strategy development and pitching through to campaign evaluation. You'll also build a critical awareness of the global advertising industry, exploring the impact of technological developments and engaging with current industry debates.

The course is taught by lecturers with many years of industry experience, some of whom are current practitioners, ensuring your education is up to date and relevant to today's industry. It brings together a distinctive combination of professional and research expertise, including advertising strategy and visual analysis, plus a unique focus on creative problem-solving techniques that you won't find on similar courses in the UK.

You'll learn through projects and hands-on activities, including advertising strategy briefs, marketing simulation exercises and a study trip that takes advantage of our close proximity to London. In addition, a focus on professional skills and employability will ensure you are ready to take advantage of career opportunities when you graduate, whether in agency or client-side advertising roles or in other creative industries.



Duration: 1 year full-time

## Key Facts

- > Informed by research and professional expertise in specialist areas including advertising strategy and visual analysis
- > Underpinned by creative problem-solving approaches that will be invaluable in the profession – something you won't find on similar masters degrees elsewhere
- > Work on a 'real-world' briefs and apply your skills through a comprehensive marketing simulation exercise
- > Learn how to create and execute advertising and branding strategies, taught by academics with inside industry knowledge

## Programme Leader Dr Nik Mahon

Dr Nik Mahon has worked as a creative director in advertising agencies in the UK and overseas. He continues to provide freelance creative services and training to agencies and major blue chip organisations. He also has extensive teaching experience and conducts research into new techniques and approaches for fostering creativity; he recently published a book on this topic entitled *Ideation*.

## Career Opportunities

You'll graduate with sector-specific skills and knowledge and enhanced problem solving abilities that will be attractive to employers in advertising and related industries. You'll be equipped for roles in account planning, account management, marketing communication, client services, brand management, strategic planning, production, art direction, copywriting social media, campaign planning, media buying, sales promotion, event planning or market research. Our students have gone onto advertising management and creative roles in some of the world's leading advertising agencies such as Saatchi & Saatchi's and Wieden & Kennedy.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Business Studies, Advertising/Arts/ Design Management, Marketing, Advertising, Media (theory based), Art/Advertising Design, Communication Design, Communication Studies, Visual/Brand/Global Branding/ Marketing Communication

Excluded subjects: Accounting/ Finance, Business English, Chinese Language and Literature, Music, Acting, Drama, Performance

English language:  
Please see page 111

## Discover More

Website:  
[www.southampton.ac.uk/maglobaladvertisingbranding](http://www.southampton.ac.uk/maglobaladvertisingbranding)



# MA GLOBAL MEDIA MANAGEMENT

Duration: 1 year full-time

## Key Facts

- > Learn how news, entertainment and communication media are being transformed through the global development of the internet, social networks and mobile media
- > Blends intellectual exploration of the latest concepts and debates with practical digital media projects
- > Taught by world-class researchers with particular expertise in creative industries, organisations and economies, digital journalism and digital screen cultures
- > Our graduates are now editors, digital marketing executives and social media analysts in companies including Nanjing University Press, Wunderman and 59 Global Ltd

Learn how to analyse the rapidly changing world of digital media – and how to influence its development. You'll explore contemporary concepts through rigorous research and practice-based work, preparing you for success in the global creative and communications industries.

The internet, social networks and mobile media are transforming the way news, entertainment and communications are produced and consumed. This degree will give you a critical understanding of the technological, social, cultural and political implications of these changes, and the skills to engage with and shape them. Covering contemporary topics ranging from gamification to citizen journalism, you'll learn about organisations' communications strategies and management practices, with a focus on how ideas are developed and how audiences and users respond to them.

Informed by world-class research and taught within a creative art school environment, the course will enable you to explore the latest debates through practice-based projects using social media, photography, video and blogging.

You'll learn from leading researchers and external practitioners, gaining industry insights through guest lectures, behind-the-scenes visits and field trips. With a strong emphasis on employability, the course will help you to develop your professional profile in preparation for a role in the creative and communications industries, while its academic rigour means it is also excellent preparation for doctoral research.



## Programme Leader Dr Dan Ashton

Dr Dan Ashton's research interests include participatory cultures, media industries and digital technologies. He is the co-editor of *Cultural Work and Higher Education*, and has published work in numerous academic journals. He has also worked in partnership with a range of cultural organisations on public exhibitions, teaching initiatives and research bids. He is currently involved with projects examining content curating, crowdsourcing, and emerging forms of digital labour.

## Career Opportunities

Your studies will equip you for a range of media and communications roles, such as digital strategist, social media manager, community manager, media planner, advertising account executive, brand manager, digital marketing executive, editor, social media analyst or content strategist. Some of our alumni are now conducting further research at PhD level, while others are working in the social media publishing industries.

## Typical Entry Requirements

UK Bachelors degree: Upper second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Politics, Political Science, Social Sciences, Humanities, Journalism, Media Studies, Communication subjects

Excluded subjects: Accounting/ Finance, Broadcasting, Business English, Chinese Language and Literature, Economics, Music, Acting, Drama, Performance, Art & Design

English language:  
Please see page 111



## Discover More

Website:  
[www.southampton.ac.uk/maglobalmediamanagement](http://www.southampton.ac.uk/maglobalmediamanagement)

Blog:  
[wsagmm.wordpress.com/](http://wsagmm.wordpress.com/)

Facebook:  
[www.facebook.com/WSAgmm/](http://www.facebook.com/WSAgmm/)

Twitter:  
[@WSAgmm](https://twitter.com/WSAgmm)





# MA LUXURY BRAND MANAGEMENT

Take advantage of the exciting career opportunities offered by the expanding luxury industry. One of the most prestigious UK masters courses specialising in luxury brand management, this degree is taught by academics with extensive professional experience and offers an unrivalled level of industry exposure.

Studying in a creative art school environment, you'll learn about brand design and management in a range of premium industries, from fashion and perfume to yachts and automobiles.

Develop the creative and business skills necessary for success in the luxury industry – one of the fastest growing areas of global business. One of just a few courses of its kind in the UK, the MA Luxury Brand Management offers the opportunity to learn from academics with extensive industry experience. They use their network of contacts to create exceptional learning opportunities such as field trips to London and Paris to visit prestigious luxury brands, regular talks by external speakers from luxury companies, and the opportunity to work on a real-world industry consultancy project, such as Aston Martin and The Ritz.

You'll also gain an understanding of the evolution of the luxury market and contemporary debates in the field, informed by world-class research. In-depth study for your final project will allow you to become a specialist in an area of luxury that interests you. You'll be prepared for a career in this exciting international industry, following in the footsteps of graduates who have gone on to work for brands such as Dior, Ferrari and Karl Lagerfeld.

Duration: 1 year full-time

## Key Facts

- > One of the most established luxury brand management masters courses in the UK
- > Gain invaluable experience on a real-world consultancy project for a luxury brand
- > Collaboration with luxury brands including Aston Martin, The Ritz, Royal Southampton Yacht Club, and Wright & Teague
- > Informed by world-leading research conducted by members of the prestigious Winchester Luxury Research Group
- > Learn from academics with professional experience of the luxury business and an unrivalled network of industry contacts



## Programme Leader Debbie Pinder

Programme leader Debbie Pinder has held senior global marketing positions for international luxury brands, such as De Beers, Jo Malone, Coty, Clarins and L'Oreal, and continues to advise luxury brands on global strategy as a consultant. Her current research focuses on the new affluent luxury consumer, luxury wellbeing and luxury in the airport. Her inspiring teaching was recently recognised with a University Vice-Chancellors' award.

## Career Opportunities

Our graduates have gone on to work in a range of roles in luxury companies around the globe, in brand management, advertising, visual merchandising, PR, and marketing. Some have also gone on to create their own luxury brands. Alumni career destinations include: Dior, Ferrari, Karl Lagerfeld, Lane Crawford, McLaren and Selfridges.

## Typical Entry Requirements

UK Bachelors degree: Upper second-class honours or higher (or an equivalent standard in other qualifications approved by the University) in Business Studies, Management, Marketing, Art & Design, Fashion/Design Management

Excluded subjects: Arts Management, Business English, Chinese Language and Literature, Music, Acting, Drama

English language:  
Please see page 111

Work Experience: One to two years' work experience in the luxury industry



## Discover More

Website:  
[www.southampton.ac.uk/maluxurybrandmanagement](http://www.southampton.ac.uk/maluxurybrandmanagement)

Instagram:  
@lbmwsa





# MA TEXTILE DESIGN

Duration: 1 year full-time

## Key Facts

- > Dedicated studio space and unrivalled facilities, including state-of-the-art print and weave equipment, on a peaceful campus less than one hour from London
- > A supportive and personalised approach to learning; staff will get to know your individual strengths and help you achieve your potential
- > Tutors' specialist knowledge of sustainability in the textile and fashion industry will inform your learning
- > A focus on developing your employability, with tailored support to help you develop a professional profile and consider your career options

Create beautiful, innovative textiles and gain the skills you'll need for a successful career in textile design, guided by industry experts and supported by unrivalled facilities.

The MA Textile Design programme will encourage you to be experimental, to stretch the boundaries and focus on taking your textile design skills to the next level. Taught by industry-experienced tutors and supported by our dedicated technicians, you'll learn techniques such as print, embroidery and Devore, with access to superb facilities including traditional print rooms, laser cutting, dye labs, illustration and mac suites. Alongside this you'll gain the contextual knowledge and critical research skills that will underpin your work through core topics such as sketchbook development, visual and market research and considerations of sustainability. Our staff are committed to helping you realise your own creative ideas and you will develop the ability to inquire into and reflect on contemporary life; whether your interests lie in textiles for fashion, interior design or as a medium for art pieces, you'll receive plenty of individual support.

The programme includes extensive industry exposure through guest lectures, live project briefs and visits to trade events, and staff will work closely with you to help you develop your individual strengths and enhance your employability. Using their industry connections, tutors can also facilitate internship opportunities with leading fashion and textile companies and the opportunity to showcase your work in Winchester and London.

You'll graduate with a portfolio that demonstrates your creative talents and technical accomplishments, as well as the industry-specific knowledge that will enable you to pursue a successful career in textile design.



## Programme Leader Reem Alasadi

Reem Alasadi has presented her womenswear collections in London and Tokyo and specialises in highly innovative design, artisanship and hand-crafted excellence. Mixing metaphors is Reem's signature style and it is often almost impossible to tell if the clothes are antique or original, the collections shown on the runway were re-cycled and sustainable collections which was an innovation at the time. This hands-on practice has allowed Reem to share expertise with her students here at Winchester School of Art as well as develop her scholarly activity.

Reem's expertise in sustainable and ethical design is fundamental to future generations of fashion and textile students, and has led many workshops in non-waste design, delivering the message of sustainability, which is underpinned by our university's fundamental values. She brings a wealth of knowledge and expertise in retail, design, visual marketing and merchandising to the course.

## Career Opportunities

Our graduates have gone on to pursue a broad variety of careers such as designing for textile design agencies, becoming in-house designers for design houses or suppliers. Past students have also set up their own design labels, have become design tutors or continued their studies at PhD level.

## Typical Entry Requirements

UK Bachelors degree: Lower second-class honours or higher (or an equivalent standard in other qualifications approved by the University)

English language:  
Please see page 111

Portfolio: A portfolio of recent work must be submitted with your application. For guidance please see Page 114



## Discover More

Website:  
[www.southampton.ac.uk/matextiledesign](http://www.southampton.ac.uk/matextiledesign)









Our Art & Design PGCE Secondary programme, run jointly with the University's School of Education, will equip you with the necessary skills and knowledge to teach your chosen curriculum subject across the 11-18 age range. The full-time Postgraduate Certificate in Education (PGCE) is an intensive one-year course followed by a further year of consolidated training; the Newly Qualified Teacher (NQT) year. Two-thirds of your time during the PGCE year will be spent in classrooms (minimum of 120 days) with the remainder spent at the University with a full programme of workshops, seminars and tutorials.

You will gradually be introduced into whole class teaching; initially it is likely that you will observe lessons and work with small groups of pupils. The expectation, though, is that you will quickly develop the skills and confidence to work with whole classes, with the support of your school-based mentor.

During your NQT year you will be employed to teach in a school where you will be supported by trained NQT mentors, in addition there will be training opportunities offered by the University. The School of Education has also specifically developed postgraduate courses for teachers in the early years of teaching that will allow you to turn your PGCE Masters level credits into a full Master's award within five years.

## How to Apply

All applications to the PGCE are completed online via the UCAS website. The process starts in November each year and there is no official closing date for applications, though they will close once we have filled the places. We recommend that you apply as early as possible to stand the best chance of getting a place. For more information on the application process please see the following website: [www.education.gov.uk/get-into-teaching/apply-for-teacher-training](http://www.education.gov.uk/get-into-teaching/apply-for-teacher-training)

Applicants need to have GCSEs in Mathematics and English Language at grade C or above (or the equivalent qualifications). A good academic reference must also be provided from your most recent University or in some cases an employer (where you have been away from studying for some time).

## Interviews

Successful applicants will be invited to interview at Winchester School of Art. We would encourage all prospective students to spend time in a secondary school and prior to interview candidates are asked to undertake at least 1 day of observation in secondary classrooms, to discuss with tutors on the day of interview. You should show enthusiasm and good subject knowledge and/or ability to learn further, in addition to good knowledge of educational issues and a strong sense of the professional demands. You should also have good interpersonal skills and be able to communicate effectively. You will be asked to give a short presentation on an aspect of teaching you find interesting, in addition to completing some GCSE examination questions across a range of topics.

## Assessment

During your PGCE you will be assessed formatively and cumulatively throughout the course which will support you to deepen your understanding of key issues. There will also be school-based work that will build on and/or extend University-based work. During your school placements there will be monitoring of your progress and weekly target-setting exercises to enable you to work on areas for development. This process will involve both your own evaluation and reflection and that of your mentor.

You are also required to submit three 4,000 word assignments, one of which takes the form of a presentation. You will receive support in preparing for these assignments, each of which will contribute to the Masters level nature of the course, and if all assignments are considered to be at M level, you will be awarded 60 credits towards a full Master's degree in education. Two assignments will focus on your own subject area and the other will focus on a special study topic of your choice, on a more general teaching issue.

## Career Destinations

Teaching is a rewarding profession in more ways than one, offering fantastic career prospects and development opportunities. The variety of potential career paths available will enable you to enjoy all kinds of experiences, roles and responsibilities. In secondary schools, you can move up and across the management structure to gain responsibility as a head of department, faculty or pastoral group. You could then progress to a senior management position such as deputy or assistant head and, ultimately, headteacher – at which point you would have overall responsibility for the management of a school and the education its pupils receive. There are also opportunities for you to specialise allowing you to become a Lead Teacher, an advisor to schools and local authorities or a career education researcher.







Winchester School of Art offers an interdisciplinary, research-led environment for full and part-time postgraduate research students from a range of areas of art, design, media and global culture. Cross-disciplinary engagement is encouraged and many of our PhD students extend their research across academic disciplines and collaborate with researchers in related areas of the creative arts as well as the sciences. Research can be undertaken from a variety of perspectives, and conducted through either practice-based or critical, historical, and sociological research methods.

As a research student you will be supervised by leading academic specialists and have access to excellent workshops, study areas and media facilities. Your training will cover research project management, preparation for examination and publication, as well as technical and practical skills appropriate to your project. You will also take part in research seminars, and be encouraged to play an active role in developing exhibitions, events and research outputs. You can present your research at annual conferences and participate in inter-university symposia and other national and international academic events and exhibitions.

Regular seminars, guest speakers, master classes and proximity to the cultural and professional life of nearby London make this a vibrant centre for international postgraduates.

Doctoral research projects can be located in a wide range of domains and at the intersection of various fields, including the areas of fine art, graphic arts, media and cultural studies, critical theory, fashion and textile design, marketing, branding, management and contemporary arts and curatorship. We particularly welcome applications that align with the School's five research groups:

## Archaeologies of Media and Technology (AMT)

Explores technology and media writ large through their links to science, art, visual culture and critical theory with a strong emphasis on artistic practices. The group's partners include the internationally renowned art and digital culture festival *transmediale* (Berlin).

## Critical Practices in Art and Design

Encompasses several research strands engaging with the production, history, theory and criticism of art, design and curation. Key research partners include Tate Exchange, the Kochi-Muziris Biennale (India) and the University's own renowned *John Hansard Gallery*.

## Intersectionalities: Politics-Identities-Cultures

Researches the links between culture, politics and identity from a variety of disciplines and from an intersectional perspective as a means to examine issues of equality and diversity, power, technologies of resistance, control, and identity formations.



### Transforming Creativity

Investigates notions of creativity and imagination, focusing on transformations of media, design and cultural industries and their creative practices wrought by digital media and social networks, and the playful, political and bottom-up cultures they facilitate. A notable partner includes the digital design festival *Digital Suzhou*.

### Winchester Luxury Research Group

Undertakes research on luxury-based production across the areas of fine art, design, and media, and is engaged in a range of research projects that concern the theory and practice of concepts such as pleasure and sumptuousness, excess and waste, extravagance and consumption. It is home to the academic journal *Luxury: History, Culture, Consumption*.

To find out more about the work of these research groups visit the School's Research Centre website: <https://www.southampton.ac.uk/wsaresearch>

### Typical Entry Requirements

Master of Art in a relevant subject. Previous work experience considered on an individual basis.

English language: Please see page 111



#### Discover more:

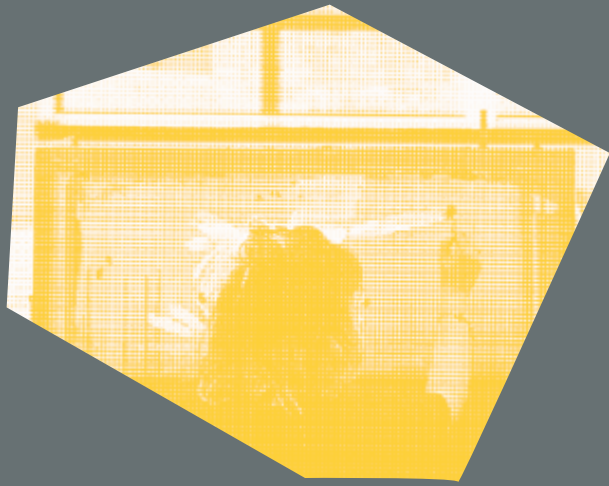
Website:  
[www.southampton.ac.uk/wsapgresearch](http://www.southampton.ac.uk/wsapgresearch)











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# INTRODUCING OUR CAMPUS

At Winchester School of Art our campus is shared by more than 1,500 undergraduate and postgraduate students, making a contemporary, interdisciplinary, vibrant community. The campus is modern and purpose-built, with workshops, studios and spaces designed to promote creativity whilst meeting ever-evolving industry standards.

Significant and ongoing investment is the key to our ambition: to have the latest cutting-edge facilities and resources and provide the best possible support for our students. Professional creative management suites and presentation areas are supported with extensive workshops and resources, including digital-printing facilities, professionally equipped photographic studios, screen-printing facilities, a variety of specialist computer suites, an Apple authorised video-editing centre, laser cutting, 3D printing/prototyping machines, and networked data storage for all students.

We have our own Gallery, whose exhibitions and events focus on the work of staff, students, and alumni, together with a network of curators, artists and designers. Our Library houses collections of printed and electronic books, journals and magazines, each of which reflect the programmes of the School. Our on-campus shop supplies a range of art and design supplies and materials to equip you for your studies, at an affordable cost.

Winchester School of Art is linked to the University of Southampton's Highfield campus via regular transport services, allowing you to benefit from other resources at the University. Our campus is ideally positioned on the edge of Winchester, a short walk from the high street and surrounded by open countryside and a nature reserve. A regular train service allows quick access to London in little over an hour, with the station only a ten minute walk from the campus. Southampton Airport is also accessible by train, taking just seven minutes from Winchester, offering international flights.









# FACILITIES

## Mac/PC Suites

Our high-spec machines have the latest industry standard software and allow you to easily work across disciplines, from video editing to 3D modelling, or design for both print and digital. Software includes the complete Adobe Suite, Maxon Cinema 4D Studio, AutoDesk Maya, Apple Logic Pro, Unity, Zbrush, Blackmagic DaVinci Resolve and DragonFrame.

## Photography Suite

We have two professionally equipped photo studios for producing still images, a copy studio for producing high quality images of 2D work, up to 1.5mx1m, in addition to a large editing suite with high-end Macs and relevant photo-editing software. Both the photo studios and copy studio are available for booking by students on all programmes, once inducted.

## Video Studio

Our dedicated video studio is equipped with Arri Bi-Colour Skypanels and an Arri 650plus for tungsten Fresnel lighting. Available for booking by all students once inducted, the video studio allows professional video production, supported by our specialist video technicians. Fashion students might choose to produce a catwalk style video, fine artists a video installation piece or games designers a green-screen video to support their work.

## Media Stores

This service provides equipment loans to students at WSA, in addition to support and technical guidance; our media stores technician will help you find and use the best equipment for your studies. We have a range of DSLRs, digital cameras, digital video cameras, film cameras, lenses for Nikons, Canons, Phase One Lenses and Cine Lenses, flash equipment, light meters, tripods, TVs and displays, projectors and media storage/playback equipment in the stores.

## Creative Services Centre

The CSC allows students from all programmes to submit artwork, via an online system, to be printed or treated using our specialist printers and equipment. The CSC houses large format printers, a flat-bed printer, laser cutter, 3D printer and scanner, t-shirt printer, Mimaki fabric printer and dry mounting. The CSC is supported by specialist technicians who are on hand to provide expert advice and guidance and enable you to produce professionally finished work.

## Fashion Workshops

Our Fashion Designers have a range of Industrial sewing machines, multi-thread overlockers for woven and knitted fabrics, professional dress stands for menswear and womenswear, in addition to fusible presses and vacuum presses. Knitwear students may use our computerised Shima Seiki knitting machines, across three gauges, in addition to a range of Dubied knitting machines, linkers and manual knitting machines. We have dedicated print studios for Printed Textiles students, which facilitate a range of processes and techniques used in printing for fashion and interiors. There is also a Mimaki digital printer, heat-transfer printer and large hand screenprinting tables, with adjoining screen exposing rooms and a dedicated dye lab. Woven Textile students have access to a Jacquard loom, a variety of computerised AVL dobby looms and manual table looms.

## Fine Art Workshops

Our Fine Artists may use printmaking studios which include industry standard screenprinting beds and equipment, an Alexandra relief press for Lino and woodcut prints, Adana hobby letterpress printing machines and etching presses. The sculpture workshops include a working bronze foundry with ceramic kilns, a metal and plastic fabrication shop and a woodshop, in addition to digital object production supported by two 3D printers and a 3D scanner.



# THE WINCHESTER GALLERY

The Winchester Gallery is a showcase for innovative art and design, whether by staff, students, alumni, or those with whom we work around the world. We offer the public and local community original opportunities to interact with both artists and researchers and their creative processes. An excellent example was the July – August 2018 exhibition *Looking Through: Presenting New Works by Ann Sutton*. Curated for The Winchester Gallery, this exhibition brought a decade of new practice by established British artist Ann Sutton, a maker renowned for her woven textile art, whose creative practice continues to involve the figure of the grid, but in an expanded way that hybridises various kinds of making and art. We were proud to bring this new work and survey to The Winchester Gallery.

The Winchester Gallery is also the home to the MA Contemporary Curation programme. Working with the researchers and practitioners at Winchester School of Art, together with colleagues at the John Hansard Gallery, we deliver gallery programming highlighting the latest developments in contemporary art, design, and new media. Students across BA, MA, and PhD programmes are offered various opportunities to be involved in the activities of The Winchester Gallery. In November 2015, for example, the gallery was proud to host Reading Room: Leaves, Threads, Traces. This was a new iteration of an exhibition curated by Amit Jain originally for the Sri Lankan Biennale in 2012 and reimagined again for the Kochi-Muziris Biennale in Kerala, India in 2014.

For this version at Winchester School of Art, we co-curated with Amit another reimagining of this exhibition of artists' books, bringing his works from various South Asian artists into conversation with a selection of artists'

books from our Winchester School of Art Library Special Collections. This co-curation extended beyond just faculty at Winchester School of Art to include our PhD students who collaborated in the gallery on the selection and layout and installation of the show, also producing the publicity material and interpretation text, and invigilating the exhibition.

In October 2018, the MA Contemporary Curation students were instrumental in working with curators, and technicians to realise Berlin-based Danish artist Linda Hilfling Ritasdatter's exhibition installation *Now We Have Proof!* Additionally, each November, the curation students work with curators and our Head Librarian to create their first public curatorial project, engaging with WSA's Special Collection of artists' books. Containing over 1,500 volumes collected over forty years, this museum-quality collection offers students a chance to curate artworks from the earliest stages of their time at The Winchester Gallery. The November 2018 result was the very well-received exhibition *Off the Page*.

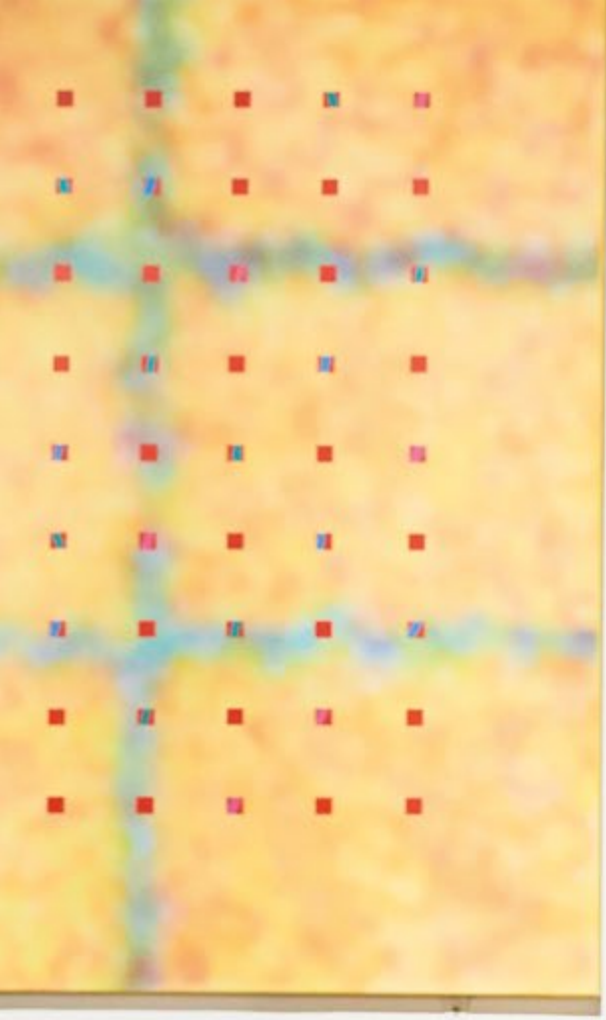
Our MA Contemporary Curation students build professional relationships with fellow students across BA, MA, and PhD programmes, as well as with external artists, designers and researchers, to develop the exhibits in their interim and final exhibitions in The Winchester Gallery. The gallery is proud to offer exhibitions like *Reading Room*, *Now We Have Proof!*, our 2018 selected retrospectives of British artists Anthony Benjamin, and Ann Sutton, and student shows to expand the opportunities our students have to research through a myriad of practices including curatorial practice itself.

## Director of The Winchester Gallery Dr August Jordan Davis

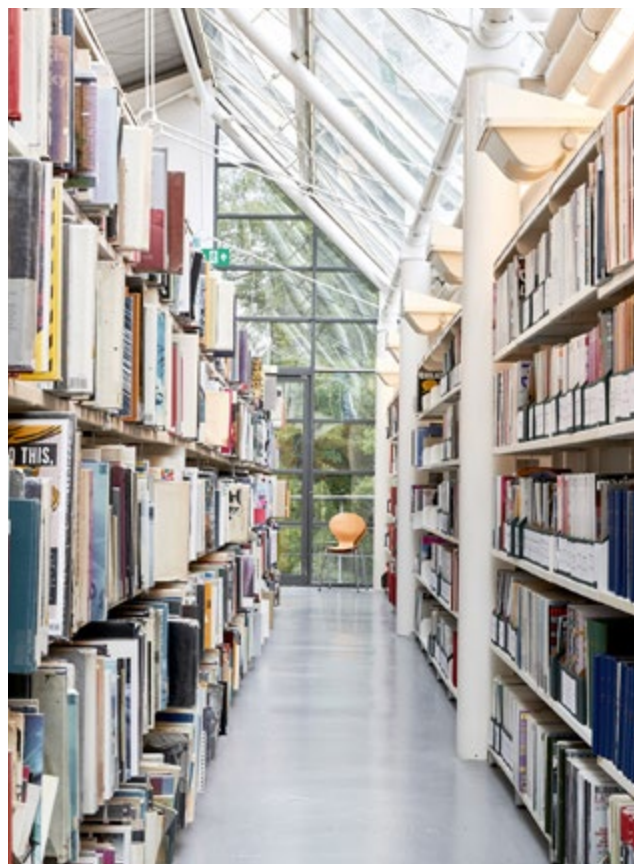
August has been Director of The Winchester Gallery since joining Winchester School of Art, University of Southampton in September 2011. August is a feminist art historian and curator, with a BFA from University of North Texas, MA from Keele University, and a PhD from the University of Liverpool. August writes about North American feminist art practice since the 1960s, with much focus on the theoretical implications of the work of Martha Rosler. Recent publications include guest co-editing a special issue of *Third Text* journal entitled *Transfigurations: Transnational Perspectives on Domestic Spaces* with Dr Basia Sliwinska. She has been invited to speak internationally on contemporary curation including at the Kochi-Muziris Biennale, the Venice Biennale, and at Contemporary Istanbul.











# LIBRARY

Many contemporary artists, designers, and writers use libraries as part of their working practice and creative process. Our approach at Winchester School of Art Library is to help you develop the skills you need to make the most of our collections, and to enhance your academic, creative, and professional practice through the extensive range of resources we can offer. As a specialist art and design library, we are integral to everything that you do at WSA and we look forward to working with you on your programme.

Situated at the heart of the WSA campus, our light and welcoming space is one of a number of libraries that together comprise the University of Southampton Library. Our aim is to enrich your experience through our specialist services and collections.

Our collections of printed and electronic resources reflect the School's subject specialisms. They cover all aspects of art, design, fashion, textiles, graphic arts, photography, new media, and the creative industries. They include not only textbooks but also specialist publications such as exhibition catalogues, monographs on artists and designers, and *catalogue raisonnés* as well as a range of journals and magazines, which date from the late 19th century through to the present day.

In addition to these teaching and research resources, the Library holds WSA's own institutional archive and two internationally significant special collections: the Knitting Reference Library and the Artists' Books Collection. The knitting collection contains books, patterns, journals, magazines, objects, and ephemera. It includes the libraries of three renowned figures with international profiles in the knitting world: Richard Rutt, Montse Stanley, and Jane Waller. This is a growing collection, to which we regularly add resources on all aspects of knitting. The Artists' Books Collection, which concentrates on books either made by hand or in limited editions, started shortly after WSA moved to its current premises in 1966. It now contains over 2,000 items, which reflect the diversity of materials, and formats that artists have used since the 1960s. Our emphasis is on acquiring a

wide range of books, which will engage students and academic staff across disciplines, and we regularly buy books from WSA's students at their final degree shows.

We provide academic support to undergraduate students at all levels, as well as specialist research support for postgraduates, academic staff, and external researchers. This includes inductions at the beginning of your programme, specialist training sessions, and a strong strand of teaching using the collections across all programmes. As well as these face-to-face sessions, we also offer online support through dedicated webpages, by email, and through our live chat service.

Being part of the University of Southampton means that you have access to other specialist collections which could inspire your practice, such as medicine, history, film, music, oceanography, engineering, and literature. You can access these materials by visiting the other libraries, or through our inter-site loan service. For items that we do not hold, you can use the inter-library loan system, and have books and articles delivered to you at WSA.

Our friendly and committed staff look forward to welcoming you to the Winchester School of Art Library.

## Head of Library Catherine Polley

Catherine Polley is the Head of Winchester School of Art Library. She has over 25 years' experience working in art libraries, having held posts at the British Library, National Art Library, and Chelsea College of Art and Design, prior to joining the staff at Winchester School of Art. She has a special interest in working with the collections, and in particular the Artists' Book Collection. Catherine regularly gives talks on this resource to students and external groups. Working with WSA's staff and students, she contributes to special projects, exhibitions and events. She is currently working with colleagues on establishing a forum at WSA for research and engagement with all aspects of the book form.



### Discover More

Blog:  
[www.wsalibrary.wordpress.com](http://www.wsalibrary.wordpress.com)

Instagram & Twitter:  
[@WSALibrary](https://www.instagram.com/WSALibrary)



# STUDIO 3015

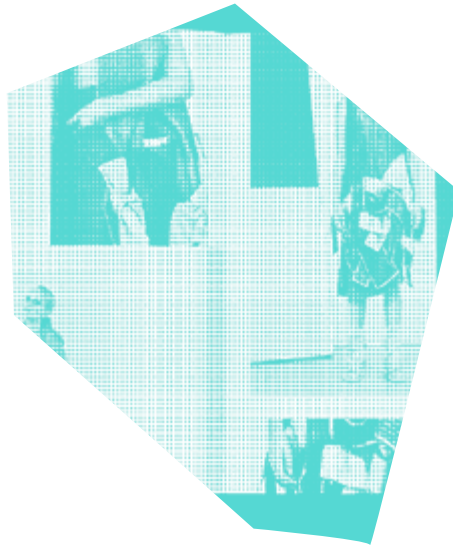
Studio 3015 is a creative space situated at Winchester School of Art. It enables our students to work on live briefs and projects, led by design educators and alumni, and provides experience of professional design within a studio environment.

The Studio works with both internal colleagues and external partners and industry on a wide range of publications and projects. These include a variety of academic publications, programme yearbooks, fashion look books and magazines and our annual prospectus. The Studio also assists our students in the creation of their annual degree show identities in both Winchester and London.

Through enquiry, experimentation and testing of graphic design devices the Studio fosters an approach that is part of a wider questioning and rethinking of what design education could be in the future, while providing an experience that compliments the conventional studio teaching setup.

## Creative Director Jodie Silsby

Jodie is a Teaching Fellow in Graphic Arts. She is a practicing multi-disciplinary graphic designer who directs the Winchester School of Art in-house design studio, Studio 3015. One of the key aims of the studio is for graduates to gain experience in an industry environment. She has an interest in facilitating new student learning experiences and collaborates with other practitioners on pedagogical based projects. Jodie's expertise lies in print and identity design, and she has worked for a range of international clients such as Nike, Bacardi and Karl Lagerfeld whilst working for design studio ilovedust.





# OUR LOCATION



**From Winchester to London**

Car	1 Hour 44 Minutes
Train	1 Hour 2 Minutes

**From Winchester to Southampton**

Car	22 Minutes
Train	16 Minutes







# VISIT US

## Undergraduate Open Days

At our open days you will have the opportunity to see what makes our campus a great place to study: the facilities, the atmosphere and surroundings, the programmes and the people. You'll be able to find out more about your programme of interest by hearing a talk by the Programme Leader, in addition to hearing from current students who will be on-hand to answer any questions you have. You may also take the opportunity to experience Winchester, the city centre being a short walk away, or visit our halls of residence.

Our Open Day dates for 2019 are:

- > Saturday 15th June
- > Saturday 7th September
- > Saturday 12th October
- > Wednesday 23rd October
- > Saturday 23rd November

It is essential that you register in advance for our Open Days. Further details can be found on our website:

[www.southampton.ac.uk/wsaopendays](http://www.southampton.ac.uk/wsaopendays)

## Postgraduate Open Day

The University of Southampton holds a postgraduate open day annually and Winchester School of Art's is typically on the same date. Anyone interested in Winchester School of Art programmes will be able to attend the Winchester campus, meet academics, current MA students and have a tour of the campus and facilities. To register your interest in the postgraduate open day please visit:

[www.southampton.ac.uk/pg-open-days](http://www.southampton.ac.uk/pg-open-days)

If you are not available for the Open day, there are additional postgraduate visit afternoons you may be able to attend. For further details, please visit the website linked above.

## Degree Shows

Our annual undergraduate and postgraduate degree shows in Winchester see the whole campus transformed into an exhibition space celebrating the diversity of the work produced by our students, typically including a Private View to which we invite the creative industries. In addition to a degree show at Winchester School of Art, individual programmes will host their own independent shows at external venues, usually in London. BA Graphic Arts, for example, has shown at The Bargehouse, Oxo Tower Wharf, Shoreditch Town Hall and the Brick Lane Gallery, while Fine Art students take part in the Free Range graduate show at the Old Truman Brewery. Fashion Design and Textile Design students produce a catwalk show, last year held at The Vinyl Factory in Soho.

## University Fairs

Each year we attend a number of higher education fairs, trade shows and events, both in the UK and overseas. Our staff will be on-hand to answer any questions you may have either about your studies or Winchester School of Art. Recent events have included Create Your Future, New Designers and Graduate Fashion Week in the UK, SpinExpo in Shanghai and Paris, Digital Suzhou in China and EdWise in India.

## Virtual Tours

If you can't visit us during an Open Day but would like to view some of the workshops, studios and facilities at Winchester School of Art, you can take our virtual tour. From the virtual tour website you can also choose to view other campuses, including the University of Southampton Highfield campus.

[virtualopenday.southampton.ac.uk/](http://virtualopenday.southampton.ac.uk/)







# ACCOMMODATION



## Key Facts

- > A friendly student community
- > Good value and competitive prices that include utility bills, internet (including wifi) and contents insurance
- > Facilities including common rooms, providing study and social spaces, launderettes, and barbecue areas
- > Prioritised place in halls when you return from a full year or semester away
- > 24-hour support and advice from staff
- > Social events organised by the Student Life team, and the Halls Committees
- > 24-hour security and CCTV

Our welcoming and safe accommodation will be your home away from home. Based in Winchester, our halls provide excellent facilities with 24-hour support and advice available, a guaranteed offer of accommodation\* in your first year at the University, and a fantastic environment in which to make new friends and experience student life.

In Winchester we have places available in two Halls of Residence, our own Erasmus Park, or at the privately run halls at Riverside Way, only opened in 2017, with whom we work in partnership. Both are located within walking distance of Winchester School of Art and next door to one another. Students may also apply for places in Halls of Residence in Southampton.

Both halls offer ensuite rooms, at Erasmus Park arranged in houses of ten or flats of six and at Riverside Way in flats of six to nine, with each flat/house sharing a kitchen. In addition, we have 28 self-contained studios at Riverside Way, which include a small kitchen and ensuite bathroom.

## \*Our Guaranteed Offer

If you are a registered first-year undergraduate or postgraduate student, new to the University, starting a full-time course, with no dependants, you will be guaranteed an offer of halls accommodation as long as you fulfil the full criteria of the guarantee, which includes applying before 1 August. To uphold the guarantee, in years of exceptional demand, we may offer accommodation in a twin shared room at the start of the academic year for a short period of time.

You also have the opportunity to apply for continuing years in halls. Although this cannot be guaranteed, we will always offer students accommodation if we have availability. For more information on our guarantee to you, visit [www.southampton.ac.uk/accommodation/guarantee](http://www.southampton.ac.uk/accommodation/guarantee)

## How to Apply

Our online application system, guidance and accommodation timeline make the application process as easy as possible. You can apply for your accommodation when applications have opened and you have received your formal offer of study with your student identification number, the eight-digit number given to you by the University.

Find out more and apply at:  
[www.southampton.ac.uk/accommodation/apply](http://www.southampton.ac.uk/accommodation/apply)

# STUDENTS' UNION

The University of Southampton Students' Union (known as SUSU) exists to unlock the potential and enrich the life of every student at the University. Their main purpose is to look after the academic interests of all students, through their academic representation system, elections and advice centre.

The Students' Union is here to add to the student experience with support, representation and opportunities to engage. At Winchester School of Art, the Union is based in our shared WSA Café space, designed to convert into a flexible entertainment venue. They have a dedicated help desk, at which you can get help and advice on topics ranging from housing and finance to clubs and societies and general activities.

The Students' Union offers over 300 different sports clubs and societies, based across the different University campuses. This includes over 70 societies in the creative industries such as Wessex Scene magazine, the Photographic Society, The Hookers Knitters & Stitchers Society, the Games Society and the Art Society. The Union at WSA also offers help with student-led events, exhibitions and fundraisers through marketing and funding.

The Students' Union hosts a variety of events and social activities such as the annual WSA Summer Ball (held at the Guildhall), Free Fruit Fridays, Conversation Café, Quiz Nights and the WSA Careers Week. Annual festivals are celebrated, including Lunar New Year,

Christmas and Halloween. There is a range of large-scale events and activities at Highfield Campus, which you can enjoy by travelling on the WSA Shuttle Bus for free, including Freshers' events and The Christmas Ball. In addition, the Union at WSA advertises local events, discounts and offers for Winchester-based students to enjoy.

The Students' Union Advice Centre offers free, independent and confidential advice on matters including student finance, housing and academic issues. You can book an appointment on Highfield campus via phone or email or you can speak to an adviser at a WSA drop-in service. The Students' Union also runs Nightline, a student-run service that offers a confidential listening and information service from 20:00 – 08:00 and which is free when called from university halls.

For more information on the Students' Union, please visit: [www.susu.org](http://www.susu.org)

To find out more about the Union at WSA, please visit the Facebook page: [www.facebook.com/UnionSouthamptonWSA](https://www.facebook.com/UnionSouthamptonWSA)





# INTERNATIONAL COLLABORATION

The Winchester School of Art collaboration with Dalian Polytechnic University in Dalian, China, offers an exciting opportunity to study BA (Hons) Graphic Arts or BA (Hons) Fashion Design over four years in an international environment. Dalian is one of China's most affluent cities and is home to a large number of hi-tech enterprises as well as hosting China's long-established international fair for the fashion and textile industry.

High-quality teaching, excellent facilities and the opportunity to work with industry experts on live projects gives you a rich and supportive opportunity to develop the skills and attributes most valued by the creative industries. Individual research through independent study time encourages project management skills, and the visual and verbal communication skills that will enhance your employability.

Students at Dalian are assessed continually throughout their studies, rather than undertaking examinations, and in their final year produce a 'Degree Show' to showcase their achievement: an exhibition of their final year's work. The programmes at Dalian are taught in English and offer a progression route to study at in Winchester, on the BA (Hons) Graphic Arts or BA (Hons) Fashion Design courses in Winchester.

## BA (Hons) Fashion Design

Fashion Design stimulates your exploration of fashion and helps you develop industry-standard skills and techniques. Specially designed briefs will challenge established thinking and will enhance your understanding of this complex subject. Studio-based activities and workshops will encourage your experience of practical techniques such as flat pattern cutting and fashion illustration. Our teaching is of the highest calibre and aims to inspire both imaginative study of this dynamic and fast moving area of the creative industries, and the development of a high-quality portfolio of fashion designs.

## BA (Hons) Graphic Arts

Graphic Arts aims to develop ambitious and confident students who are able to compete in and contribute to the media and communications industries. You will be encouraged to develop your creative skills as well as employability skills such as strategic thinking and responsible problem-solving. There is a high emphasis on studio practice, technical workshops and live projects inspired by industry, and these will provide you with the opportunity to create ambitious work. Specialist training in a supportive environment provides the critical input for you to develop a refined portfolio of contemporary designs.

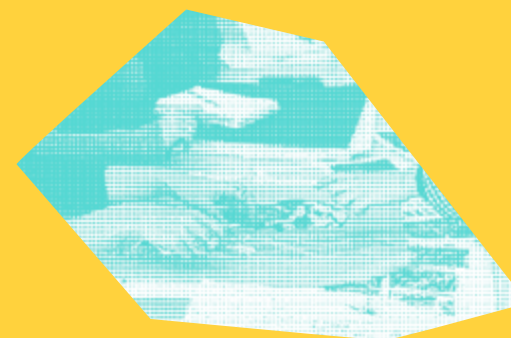






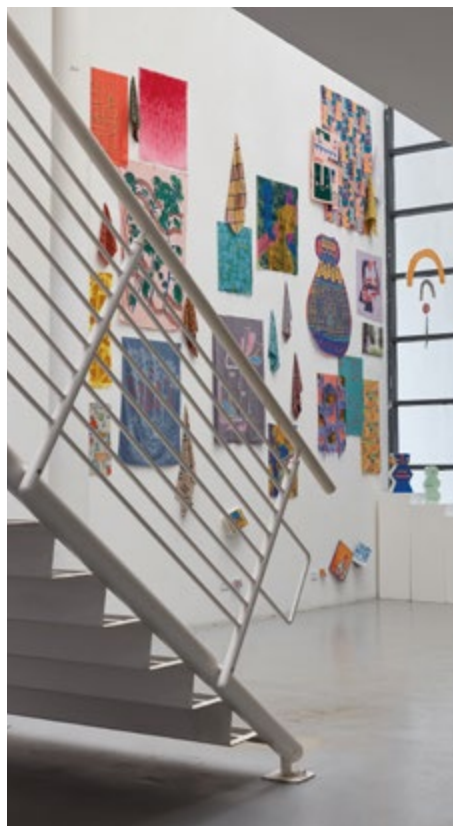


# SUPPORTING YOU



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# HOW TO APPLY



## Undergraduate

All applicants, UK, EU and International should apply to our undergraduate programmes online through UCAS. The application window opens at the beginning of September and the equal consideration date is 15 January of the following year. The deadline for all applications is 30 June, although some programmes may not have vacancies after the January equal consideration date. You can use the course code listed below to find and apply for a specific course on the UCAS website.

Fashion Design:	FD23
Fashion Marketing with Management:	WN25
Fine Art:	W190
Games Design and Art:	1L6F
Graphic Arts:	W210
Textile Design:	TD23

When making your application you will need our institution code, which is **S27**, in addition to our 'code name', which is **SOTON** and the 'campus code' of **W**. Once you have made your application to Winchester School of Art, UCAS will automatically forward your application to us and we will let you know when we have received it. For more information or help with the UCAS application process, please contact UCAS directly.

Phone: +44 330 3330 230 / 0371 468 0 468  
Website: [www.ucas.com](http://www.ucas.com)

Generally, we do not accept deferred applications. However, in exceptional circumstances we can defer entry to the following year, once you have been offered a place and you have accepted us as your firm choice.

## Postgraduate

All postgraduate taught (MA) applications are made online via our website. Please provide transcripts of study for all degree courses you are enrolled on and degree award certificates for all completed degree courses. If your original transcripts and certificates are not issued in English, then you must also provide translated copies in addition to the originals.

International applicants must also provide evidence of English language proficiency. Please see Page 111 for our English Language entry requirements.

Applicants applying to any of our studio programmes such as MA Communication Design, MA Fine Art, MA Fashion Design or MA Textile Design, must also upload a portfolio of work to support their application. Portfolio guidance can be found on Page 114.

You will also be asked to provide two references. You may either provide the names and email addresses of your referees or upload scanned copies of signed references that have been printed on headed paper.

Before making an MA application, please ensure you meet the entry requirements, which can be found on Page 111.

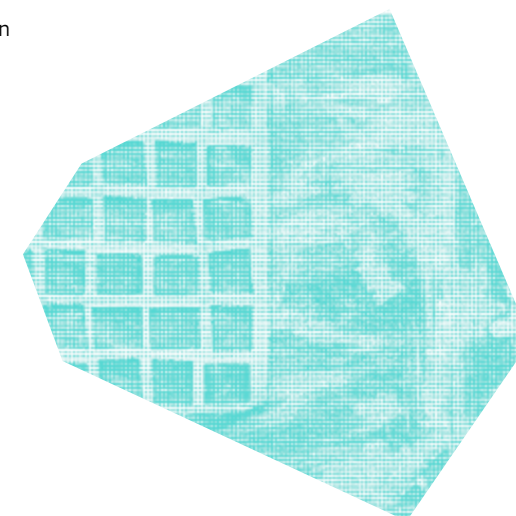
To apply and to download our detailed application guide, please see the following webpage: [www.southampton.ac.uk/wsapgtapply](http://www.southampton.ac.uk/wsapgtapply)

## PhD

All postgraduate research (PhD) applications are made online via our website. Before making a postgraduate research application we recommend you view the profiles of our current staff on our website, to consider who might provide suitable supervision.

During the online application process, you will be required to upload the following: a research proposal, an MA degree award certificate (if you have completed your course), a transcript of study for your MA degree course and a CV or resume. For international applications, you must also meet the English language requirements.

To apply and to download our detailed application guide, including information on how to write your research proposal, please see the following webpage: [www.southampton.ac.uk/wsapgrapply](http://www.southampton.ac.uk/wsapgrapply)





# ENTRY REQUIREMENTS

## Undergraduate

Our typical entry requirements for undergraduate programmes are listed below. Please refer to individual programme pages in this prospectus for any specific programme requirements.

Please note: if you are currently studying a Diploma in Foundation Studies (Art & Design), you do not need to have achieved A-level grades of BBB as well.

A Levels:  
Grades BBB (Specific requirements for each programme can be found on the relevant programme page)

IB:  
30 points overall including 16 at Higher Level

Other:  
Diploma in Foundation Studies (Art & Design) or Level 3 BTEC Extended Diploma in Art & Design (Distinction, Distinction, Merit)

Other qualifications, including international qualifications, are considered on an individual basis.

At Winchester School of Art we interview all prospective undergraduate applicants (excluding Fashion Marketing with Management), whose entry requirements and predicted grades meet our minimum requirements. For more information on our portfolio interviews please see Page 112.

## English Language

All our programmes are taught in English and all applicants will be required to demonstrate that they possess at least a minimum standard of English language proficiency. Applicants not holding a GCSE in English language at grade C or 4 (or equivalent) may take a Secure English Language Test (SELT) approved by the University of Southampton.

The IELTS requirement for our undergraduate programmes are:

Band A. Overall IELTS score of 6.0, with a minimum of 5.5 in each component

- > Fashion Design
- > Fine Art
- > Games Design and Art
- > Graphic Arts
- > Textile Design

Band C. Overall IELTS score of 6.5 with a minimum score of 6.0 in each component

- > Fashion Marketing with Management

A list of approved SELTs, along with further details regarding English language proficiency, can be found at: [www.southampton.ac.uk/admissions-language](http://www.southampton.ac.uk/admissions-language)

All SELTs must be no more than two years old at the time of enrolment.

## Postgraduate

### Masters

Our typical entry requirements for postgraduate programmes (MA) are an honours degree with Lower Second Class, however some of our programmes require an Upper Second Class (or an equivalent standard in other qualifications approved by the University). For more detailed information on specific postgraduate programme requirements please check the respective programme page of the prospectus.

All of our studio programmes also require a portfolio of recent work which must be submitted with the application.

### PhD

Our typical entry requirement for our postgraduate research programme (PhD) is an MA/MSc in a relevant subject. Other qualifications and experience are considered on an individual basis.

## English Language

All our programmes are taught in English and all applicants will be required to demonstrate their ability to express themselves in the English language to a sufficient standard. As such, if English is not your first language, you will need to demonstrate that you have reached a satisfactory standard in an approved Secure English Language Test (SELT). We require different levels of English proficiency depending on whether the programme is practice-based or management-based.

Band A. Overall IELTS score of 6.0, with a minimum of 5.5 in each component

- > MA Communication Design
- > MA Fashion Design
- > MA Fine Art
- > MA Textile Design

Band C. Overall IELTS score of 6.5 with a minimum score of 6.0 in each component

- > MA Contemporary Curation
- > MA Design Management
- > MA Fashion Management
- > MA Fashion Marketing & Branding
- > MA Global Advertising & Branding
- > MA Global Media Management
- > MA Luxury Brand Management

Band F. Overall IELTS score of 7.0 with a minimum score of 6.0 in each component

- > PhD Art
- > PhD Design

The University recognises a wide range of other Secure English Language Tests and details of other qualifications can be found at: [www.southampton.ac.uk/admissions-language](http://www.southampton.ac.uk/admissions-language)

All SELTs must be no more than two years old at the time of enrolment.

## Deposits for Masters Programmes

Applicants who receive an offer, must pay a deposit to secure their place on the course within 32 days of accepting the University's offer. Deposits are deducted from the tuition fee balance upon enrolment. Deposits are only refunded if applicants fail to satisfy the conditions of their offer or are refused a visa. Terms and conditions apply and full details will be provided in the offer letter.

# PORTFOLIO INTERVIEWS AND GUIDANCE

## Undergraduate

At Winchester School of Art we interview all prospective undergraduate applicants (excluding those applying to Fashion Marketing with Management), who meet our minimum requirements. The interview will be one-to-one with a relevant member of programme staff and is the only occasion on which we inspect your portfolio, meaning you will have an opportunity to explain the pages, items and artwork included.

We think it is important that you steer the direction of the conversation and as such, recommend you only include material that says something about you and that you are able to talk about; carefully curate the content of your portfolio and don't leave the decision to your teacher or tutor.

Creativity is a process, rather than a fully-formed idea and this is what we hope and need to see within your portfolio. We look for evidence of your investigation of a topic, subject area or idea and want to leave the interview with a sense of your creative journey. You should be able to demonstrate your thinking through making, and show any ideas that are still in development through tests, trials and prototypes. We are keen to see that you take pride in your ideas and have taken the time to organise your materials carefully.

Overall, be true to yourself in your selection of material in order to bring out your real skills and show what makes you distinctive; we do not want all our students to be the same.

We hold portfolio interview days on specific Saturdays between December and March. Once we have considered your application, if selected for portfolio interview, you will be emailed an invite where you can choose the date and time of your interview from a list. If you cannot attend on a Saturday, we will also be holding individual portfolio interviews on specific weekdays in March and April.

## International and EU students

We do not expect international or EU students who are not already studying in the UK to attend a portfolio interview. We will contact you when we have considered your application and you will be invited to send in an electronic portfolio of work by email instead.

The following are programme specific guidelines on how to curate your portfolio:

### Graphic Arts

Show evidence of process and development alongside final pieces, in addition to items such as a blurb book, sketchbook, blog or a website.

### Fine Art

Your portfolio should show evidence of exhibitions you have visited and artists whose actual work you have seen.

### Fashion Design and Textile Design

Show in-depth fashion & textiles research, design and concept development. Demonstrate experimental fabrics and materials, whether they are found or constructed. Show illustrations and observational drawing.

### Games Design and Art

Show your ability to think through making and to observe and solve through drawing. If you have designed a game, you should include it, but this is far from essential.

More detailed specific programme portfolio guidance can be found on our website: [www.southampton.ac.uk/wsaug](http://www.southampton.ac.uk/wsaug)







## Postgraduate (MA)

If you are applying to any of the following studio-based MA programmes, you will need to upload a portfolio with your MA application: MA Fine Art, MA Communication Design, MA Fashion Design and MA Textile Design.

Your portfolio should demonstrate independent thinking and the ability to explore personal interests. We also want to see evidence of creativity and originality and a commitment to studying your chosen MA. Please choose only your most recent work, preferably from your undergraduate study. You should tailor your portfolio to suit your chosen programme by learning as much about the programme as possible before making your application: read our prospectus, visit our website and review any relevant programme blogs and social media.

We ask that you submit between 15 and 20 images that encompass a range of your work and that form a coherent portfolio. Please do not include everything you have ever done at undergraduate level. Curate your portfolio carefully including the work you are most passionate about and able to discuss. It is recommended that art portfolio items are supplied as image files that use a JPEG or PDF format. You may also choose to submit your portfolio as a PowerPoint or link to an online blog/website or QuickTime video. Clear, logical and professional presentation of your work is essential.

We understand that some applicants may not be coming directly from undergraduate study and may have to include work that is over a year old. We do welcome these applicants and will assess each application as a whole. Although life experience and any further courses you may have taken will be relevant, please still make sure that you include as much of your recent work in your portfolio as possible.

Personal Statements should be no more than one side of A4 paper. You should demonstrate the following:

- > Your intentions for MA study
- > Your interest in the particular course and why you have chosen the University of Southampton
- > Your artistic and intellectual ability
- > The influences on your work and understanding of the course and of its setting in the art and design industry

The following are programme specific guidelines on how to curate your portfolio:

### MA Communication Design

Show evidence of exploring how design responds to developments in media and culture. Show work that demonstrates an innovative and experimental approach to tackling a design challenge. We also want to see engagement with the full range of contemporary 'communication design', not just graphic design.

### MA Fashion Design

Show evidence of process behind your final pieces, for example drawing and sketches; try to include any figurative drawings and Computer Aided Design (CAD) work. You should include examples of practical work including toiles/muslins and any final garments or outfits. Also include images of your final work, for example catwalk or runway shows, look-books or photo shoots. Your portfolio should include a variety of between four to six projects.

### MA Fine Art

Show evidence of your independent research in art practice and in thinking, in addition to your knowledge and understanding of the broader contemporary art context. We want to see the development process you use to create your work in whatever medium or media that may be, such as stills or video. Please note, videos should be 10 minutes maximum and compressed. Please indicate scale, date and the materials used in your work.

### MA Textile Design

Show evidence of process behind your final pieces, for example drawing and sketches; try to include any figurative drawings and Computer Aided Design (CAD) work. You should include examples of the process and techniques you used, such as dyeing, screen printing, digital printing, woven textiles or special finishing techniques. In addition, you should include approximately four to six images of your final work, for example exhibitions or photo-shoots.







# TUITION FEES AND FUNDING

## Undergraduate

### Home, EU, Channel Islands and Isle of Man Student Tuition Fees

The University will set fees for 2020/21 subject to any conditions imposed by government. Currently the tuition fee is £9,250\*, but we offer a large number of generous fee waivers and bursaries for eligible students. For students from lower income families, these financial packages will be based on household income supplied to us by the Student Loan Company.

Visit our website for the latest information on tuition fees before you submit your UCAS form for entry in the 2020/21 academic year. Students who have applied for a deferred place in 2020/21 will be eligible for the 2020/21 tuition fees and support. If you are a UK student you can apply for loans to help pay for both fees and maintenance. For more details, visit: [www.southampton.ac.uk/fees](http://www.southampton.ac.uk/fees)

### International Student Tuition Fees

The tuition fee for international students undergraduate programmes at Winchester School of Art is £17,065 per year. International students commencing their programme of study in 2020, will pay the same fixed fee for each year of their programme.

### Undergraduate Tuition Fee Loan

If you are a UK/EU student, you can take out a student loan to cover tuition fees. You can borrow the full cost of the tuition fee charged for your programme of study in 2020/21. The amount you receive does not depend on your financial circumstances and at present the loan is only repayable once you are earning £21,000 (as of 2016/17) a year or more.

## Undergraduate Maintenance Loan

If you are a UK student, you can take out a student loan to help with living costs. The amount you borrow depends on your circumstances, and like the Tuition Fee Loan is only repayable once you earn over £21,000 (as of 2016/17) a year. Student Loans are issued by Student Finance on behalf of the UK government – they are not commercial loans. Interest is charged on a student loan from the date you receive it to the date you pay it off.

### Living Costs

When planning your finances, you need to take into account living costs. These vary depending on a range of factors, such as whether you live in self-catered halls of residence, private rented accommodation or with your parents/carers. Typical costs include accommodation, phone calls, utility bills, transport, laundry, socialising and personal expenditure.

In addition to your tuition fee and living costs, you will need to consider course costs, such as materials, sketchbooks and any extra materials and equipment you may need.

### Scholarships and Bursaries

The University of Southampton offers a variety of scholarships and progression awards to the most talented students across all subject areas. For more information and full eligibility criteria, visit: [www.southampton.ac.uk/scholarships](http://www.southampton.ac.uk/scholarships)

We also offer a range of bursaries designed to help UK undergraduate students in the most financial need. For more details and up-to-date information, visit: [www.southampton.ac.uk/bursaries](http://www.southampton.ac.uk/bursaries)

## Postgraduate

### Home, EU, Channel Islands and Isle of Man Student Tuition Fees

The current fees for Home/EU students during 2018/19 entry are £9,250, except for MA Luxury Brand Management, for which they are £21,000. These fees are subject to increase for 2020/21 entry, but have not been confirmed at the time of printing this prospectus.

### International Student Tuition Fees

The current fees for international students are £18,106, except for MA Luxury Brand Management, for which they are £21,000. These fees are subject to increase for 2020/21 entry, but have not been confirmed at the time of printing this prospectus.

### Postgraduate Loan

If you are a UK/EU student, you can take out a student loan to help with programme fees and living costs. As of the 1st of August 2017, you may be eligible for a loan of up to £10,280. The postgraduate loan is issued by the UK government and is only repayable once you earn over £21,000 (as of 2016/17) a year. The loan is charged at an interest rate of 4.6% as of 2017 and is reviewed in September every year.

\*Annual increases, which are also subject to UK parliament approval, will apply to institutions demonstrating high-quality teaching and are likely to be in line with inflation. The measure of inflation to be used is Retail Price Index (RPIX) (excluding mortgage interested payments). It is anticipated that increases will apply at the commencement of the second and subsequent years of the degree programme.

# STUDENT SUPPORT

All students at Winchester School of Art can make use of services and facilities run by the University's Student Services. These include everything from helping you pay your tuition or accommodation fees, receiving guidance on your visa applications, getting financial advice or support, accessing specialist help with your studies, emotional or learning support and access to career advice and opportunities.

## Academic Support

When joining Winchester School of Art, you will be assigned a Personal Academic Tutor who is normally a member of academic staff from your programme. Your tutor will offer one-to-one support and advice throughout your time at the University, supporting you with both your studies and any personal issues you may have.

Through regular meetings throughout the academic year your tutor will help you during your transition into University life and help you to make the most of your time studying in Winchester. This may include reflection on your progress, or through personal development such as extra-curricular interests and activities.

## Student Services Centre

The Student Services Centre team is committed to helping you find the support and information that is right for you during the course of your studies. They can help with queries on a range of student-related subjects, including: tuition fees, accommodation, student visas, finance and financial support.

Our team is experienced in supporting international students and their dependants to extend their visas in the UK, as well as offering comprehensive advice on immigration issues. The Student Services Centre is open 0830 to 1800, Monday to Friday and can be visited in Building 37 at our Highfield Campus or contacted by phone or email.

Phone: +44 (0)23 8059 9599  
Email: [ssc@southampton.ac.uk](mailto:ssc@southampton.ac.uk)  
Website: [www.southampton.ac.uk/studentsservices/](http://www.southampton.ac.uk/studentsservices/)

## Enabling Services

The Enabling Services team provides support to students with a wide range of specific learning difficulties, physical and emotional disabilities, mental health and wellbeing, health conditions and temporary injuries. You can receive information and support on a wide variety of topics including accessible accommodation, learning support, additional examination arrangements, library support, specialist equipment and sources of disability-related funding.

Support for students with dyslexia or other specific learning difficulties is available through individual and group study skills tutorials, screening and full diagnostic assessments where appropriate.

Phone: +44 (0)23 8059 7726  
Email: [enable@southampton.ac.uk](mailto:enable@southampton.ac.uk)  
Website: [www.southampton.ac.uk/edusupport](http://www.southampton.ac.uk/edusupport)





# INFORMATION FOR INTERNATIONAL STUDENTS

Winchester School of Art is an international centre for ideas and a vibrant, modern campus. Our international student body reflects our universal spirit, with more than 800 students from over 25 countries pursuing BA, MA and PhD degrees. Our international focus is a valuable resource for all our students who will be entering a global workforce and this ethos underpins the curriculum and research of the School.

With the majority of our postgraduate students coming from outside the UK, you will encounter an international peer and resource for people from around the globe who thirst for knowledge and demonstrate exceptional promise. We offer a campus that celebrates cultural difference, shares knowledge and experiences, and encourages lasting friendships and international working networks long after you have finished your studies with us. We are very proud of our international students who have helped to build our world-class reputation.

Excellence in teaching and learning is all about people, and our international community of staff and scholars bring valuable diversity to our work. Our growing cohort of international students informs and enriches our activities, contributing to our ranking as one of the top UK universities. We engage in world-class research and our work is renowned as being internationally excellent and relevant to the global

creative industries. Our aim is to give you a valuable, productive and enjoyable student experience, with cultural respect, equality and fairness. Student Services provided by the University and the Students' Union are there to support you from application through to graduation.

Winchester is a historically beautiful and welcoming city and was formerly the capital city of England. It is within easy reach of London, taking just over an hour on the train, and has been voted one of the best places to live in the UK\*.

## International Office

Our international students are supported by the University's International Office, who work as a central co-ordination point for the international activities of the University of Southampton and Winchester School of Art. We aim to make the process and experience of joining the university as simple as possible.

The International Office can assist you with any queries you may have before you make a decision to apply or come to Winchester. We can also provide you with details of international education fairs that our staff will be attending, so that you can have a face-to-face discussion with a university representative in your home country.

## Meet and Greet Service

To help make your arrival in the UK as easy as possible we run a free Meet and Greet service at London Heathrow Airport and London Gatwick Airport. University representatives will be at the airport to meet you and there will be a coach service to take you to your accommodation in Winchester or Southampton. To sign up for this free service you will need to complete our online booking form via our 'Welcome' website, details of which you will be sent in advance of your arrival in the UK. The Meet and Greet Service is planned so that you arrive at the University in time to take part in the International Welcome Programme.

## International Welcome Programme

Before term starts you will be able to take part in a range of welcome events and activities, including some that are especially designed for international students. The talks and events will give you a chance to learn more about life in the UK, and in Southampton and Winchester. Here you will also learn about the support services we provide, in addition to important information about visas. Other events during the International Welcome Programme include:

- > Walking tours of the campus and local area
- > Information about English Language Support
- > Visa drop-ins
- > Talks on British culture, banking in the UK and things to see-and-do in the local area
- > Social events, including karaoke, film nights and comedy nights
- > Events organised by the student committee at your Halls of Residence
- > The 'Bunfight' where you can join student-run clubs and societies

## Pre-sessional courses in English for Academic Purposes

To help meet the challenges of studying and living in the UK, we work closely with the University's Centre for Language Study to develop a Pre-sessional course in English for Academic Purposes (EAP), tailored to the needs of international art and design students. These courses are offered in six and eleven week formats.

Joining the Pre-sessional EAP programme has several advantages: you will learn English in the UK and experience the language first-hand during your time here, you have an opportunity to get used to life in the UK before the start of your programme, and you will learn specialist art and design vocabulary relevant to your studies. As a Pre-Sessional student, you can use the university's facilities, such as the libraries and computer suites, in addition to the Café and Student's Union. There will also be a number of excursions and a range of evening and weekend activities.

The Pre-Sessional programme aims to:

- > Improve oral presentation skills
- > Improve listening skills for academic study
- > Improve reading skills and apply these to programme-related materials
- > Develop appropriate academic writing skills
- > Develop critical thinking and reference skills

Our Pre-sessional EAP courses are open to students who have achieved an IELTS test score of 5.0 (5.5 for all MA management-pathways) or above. The University accepts applications for the EAP course up to four weeks before the start date of the course, however we suggest that you apply as soon as you can so that you have at least six weeks to apply for a Tier 4 student visa in your home country.

If you feel you would benefit from taking part in one of these programmes, or if you are required to join one as a condition of your offer to study, please contact the English Language Admissions team:

Phone: +44 (0) 23 8059 3344  
Email: [elaccess@southampton.ac.uk](mailto:elaccess@southampton.ac.uk)  
Website: [www.southampton.ac.uk/ws/language](http://www.southampton.ac.uk/ws/language)

\* Halifax 'Best place to live in UK' Study, 2016.

This brochure is prepared well in advance of the academic year to which it relates and the University offers the information contained in it as a guide only. While the University makes every effort to check the accuracy of the factual content at the time of drafting, some changes will inevitably have occurred in the interval between publication and start of the relevant academic year. You should not therefore rely solely on this brochure and should consult the Winchester School of Art website.

**Copy Writer:**

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**Photography:**

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**Designed by:**

Studio 3015

**Typography:**

DIN Regular

Freight Sans Book

**Paper Stock:**

Munken Polar 240gsm

Maxi Offset 120gsm

**Printer:**

Unicum, Gianotten Printed Media

**Bookbinder:**

Patist



**Open Days 2019**

Saturday 7th September

Saturday 12th October

Wednesday 23th October

Saturday 23th November

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